



Minerals North Conference Guidelines for Host Committees  
Revised January 2016

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# INTRODUCTION

The over 25-year tradition of the Minerals North conference is that of a community-based event planned and hosted by a local organizing committee. In addition to providing a forum to bring the mining industry and communities together, the conference is a chance to showcase mining as it has been, and is unfolding, in the host community. The conference’s catchment area encompasses the northern part of British Columbia – the Highway 16 corridor and north, across the width of the province.

## MINERALS NORTH HOST COMMUNITIES

1989	Terrace
1990	Smithers
1991	Stewart
1992	Terrace
1993	Fort St. James
1994	Mackenzie
1995	Smithers
1996	Tumbler Ridge
1997	Houston
1998	Mackenzie
1999	Stewart
2000	Tumbler Ridge
2001	Terrace
2002	Prince George
2003	Prince Rupert
2004	Smithers
2005	Stewart
2006	Mackenzie
2007	Terrace
2008	Smithers
2009	Fort St. James
2010	Prince George
2011	Stewart
2012	Burns Lake
2013	Terrace
2014	Vanderhoof
2015	Mackenzie
2016	Smithers

As the conference has grown the logistics and challenges associated with hosting the event have also grown. With a different organizing committee hosting the conference each year, a set of conference guidelines is required. These guidelines are a primary resource for the host community to deliver a successful conference. They are intended to communicate certain standards with respect to the conference, to address the most common questions encountered by a host committee and to ensure the Minerals North brand retains its excellent reputation.

In addition to this manual, important sources of information include documents provided by past host communities, discussions with organizers of previous conferences and the directors of the Minerals North Conference Association.

## THE HISTORY OF MINERALS NORTH

The following was written by Hans Smit, President of Minerals North prior to the 20th annual conference held in 2008.

“The first northern BC minerals conference was held in Terrace in 1989, though the name Minerals North was not adopted until the third conference held in Stewart in 1991. From the onset, the events were more than just another mining conference. They were a forum where people were invited into communities to meet and discuss aspects of the industry with people having many different connections to, and opinions on, mineral exploration and development.

The concept of a Minerals North Association was discussed at the 1991 conference, as well as over beverages during the winter of 1992. The intent was to not only facilitate an annual conference, but also to provide a northern perspective to land use debates and to promote the economic benefits of the industry in the north part of the province.

This was a time of low exploration expenditure and controversy over the proposed Windy Craggy Mine. One of the new association’s first endeavors was to organize a conference on Windy Craggy in conjunction with local environmental groups, with invitations to representatives from all sides of the debate. The idea was that open dialogue was the way to attempt to resolve issues. The decision by the BC government to make the area of the mine a park negated the need for the planned conference; however, the understanding and goodwill remained between people with different outlooks on the issue that resulted from working together.

The advocacy roles of Minerals North declined over time as members were occupied by family, work and other community commitments, but the annual conference continued unabated. The goal of getting mineral industry and non-industry people to talk to each other, and more importantly listen to each other, has been central to the conferences, as has the intent of providing a forum for northern communities to find out what economic opportunities the industry presents, while being able to showcase what services and products they can provide.

Minerals North is held in a different location each year, with each host community being responsible for organizing and undertaking the event. The Minerals North Conference Association lends advice and guidance, particularly with the technical program. The conference attendants are a mixture of residents from communities throughout northern BC, including an increasing number from First Nation communities, mining and exploration company representatives, service providers and local and provincial politicians. Not only does the mix of people make the conference unique, so does the atmosphere. Communities have put huge effort into the conferences, and the friendliness and open hospitality has been the thing delegates most remember. Many have remarked that it felt like they were invited right into the living rooms of the hosts.”

Attendance has swelled with the success of past conferences. However, Minerals North is committed to keeping the conference as a community effort and moving the venue between different locations, including some of the smaller communities, as this has been a large part of its success.

# MINERALS NORTH CONFERENCE OBJECTIVES

The success of the Minerals North Conference reflects the combination of the importance of the mineral industry to northern British Columbia with the commitment to develop an event that attracts representatives from communities, First Nations, the private sector and governments. The key objectives of the conference are:

- to profile mineral exploration and mining activities in northern British Columbia;
- to provide the opportunity for community, First Nation and government participants to learn about the mineral industry and how best to benefit from its activities;
- to provide the opportunity for the mineral industry to learn about northern communities, First Nations and governments and how best to proceed with business; and
- to demonstrate to governments the importance of a responsible mineral industry to northern residents with respect to their local economy and social and cultural affairs.

# THE MINERALS NORTH CONFERENCE ASSOCIATION

In January 2011, the Minerals North Conference Association (MNCA) was incorporated as a not-for-profit society under the BC Society Act. The Association's first Annual General Meeting was held in Stewart in April 2011.

The Association's primary responsibilities are to ensure there is an annual host for Minerals North and that each conference maintains the high standard set by past conferences. Other responsibilities include maintaining the Minerals North website and contact data base, providing guidance to host committees and commissioning a limited amount of advertising about Minerals North in general. Members of the Association travel to host communities to meet with the organizing committees early in the planning process, and will conduct a site visit to assist the host community in making sure venues are suitable and transportation has been considered when required.

# APPLYING TO HOST A CONFERENCE

So...your community would like to host a Minerals North Conference. The first thing to determine is whether there is strong community support for hosting the event and a core group of enthusiastic supporters/volunteers. The first thing to decide is what organization is going to be the lead for applying to be a host, and, should the application be successful, take on the overall responsibility for the event. You may include neighbouring communities in your bid so that the event is regional in scope and/or to increase the available inventory of venues or accommodation.

Some years there are several communities submitting proposals. To make sure you understand the scope of the event before you submit a bid, we will require you to have attended at least one Minerals North conference, and the “Hosting Minerals North” workshop while you were there.

Please note that the MNCA endeavors to shift the conference across the region and between larger and smaller communities. If you are not successful – don’t give up. Next year just might be your year! **Proposals must be no more than 4 pages long (not including letters of support) and submitted by e-mail in PDF format no later than March 15<sup>th</sup>, 2 years prior to the event. The successful bid is announced at the Minerals North conference the same year.**

Here is what you need to include in your proposal:

- The name of the community or communities hosting the event
- The proponent organization and contacts
- The proposed dates for your event
- Proposed committee structure
- Proposed venues and confirmation of their availability
- Guest room inventory and strategy for accommodations
- Anticipated audience
- How you will make Minerals North special; why we should select you as the next host. This may include a “theme” for the event.
- Confirmation that you have attended a Minerals North conference, attended a Minerals North Hosting Workshop, and have read and understand the Minerals North Conference Association manual.
- Letters of support from local organizations with an interest in seeing your community as the next Minerals North host.



## Informing your proposal:

### **The Host Community:**

The host community may be one community, or may be a combination of communities, including First Nations.

### **The Proponent:**

Must be a legal entity registered to collect GST and subject to an annual financial audit by legislation, regulation or the Proponent's bylaws. Examples include local governments, First Nations governments, Chambers of Commerce, or Economic Development Organizations. Please note that all risks, including financial are borne by the Proponent. The Proponent is responsible for financial control, insurance coverage, and other assets critical to the successful hosting of the event.

***The Proponent will be required to enter into a legal agreement with the Association. A copy of this agreement is included in the sample document publication provided.***

### **Selecting your dates:**

Minerals North can be hosted in April or May. Northern communities tend to "show better" in May, while April provides some communities with the opportunity to anchor Minerals North to an existing tradeshow or other event. Traditionally Minerals North spans 3 days. A sample format follows.

Day 1	Pre-conference workshops and field trips	All or part of the day
	Registration & Opening Reception	6pm to 8 pm
Day 2	Conference Sessions & Banquet	All Day
Day 3	Conference Sessions & Closing Lunch	8 am to 1 or 2 pm

To allow delegates to avoid weekend travel, and for those not attending any pre-conference events to spend 2 consecutive full days at work, it is suggested that day 1 be a Wednesday with the conference wrapping up after lunch on Friday. When setting your dates please avoid scheduling during Spring Break, short work weeks, or conflicting with the following events:

- Kamloops Exploration Group (KEG) annual conference is typically held the first week of April. Go to [www.keg.bc.ca](http://www.keg.bc.ca) for more information.
- BC Mining Week – typically held the second full week of May. Go to [www.mining.bc.ca](http://www.mining.bc.ca) for dates.
- North Central Local Government Association (NCLGA) AGM typically held the first Wednesday to

Friday in May. Go to [www.nclga.ca](http://www.nclga.ca) for more info.

- Resources North which is held the last week in May every other year. Check with the City of Prince George for details.

### **Your proposed committee structure:**

Your organizing committee will be led by a volunteer Chairperson who will select committee members to oversee different areas of the conference or to perform specific tasks. Committee structure may vary depending on the elements of your event and the expertise of your team, but you may find the list of tasks helpful. Sample committee structure and text is provided further in document two. For the purposes of making an application to host please identify a core group that will form the organizing committee to cover key areas of concern. Once the conference is awarded this committee will likely to expand and take on more volunteers as the conference date approaches.

### **Venues:**

You will need to give some thought to where you are going to host the conference, what venues are available and how many people can be hosted in each. You will require a space for meals, talks, and tradeshow. In small communities you may need to cap the number of attendees you can accommodate. In communities where there is no “purpose built” venue you may need to use buildings such as arenas, curling rinks, and community halls.

You may opt to forgo the Tradeshow if space is an issue. If you are unsure that your venues will be suitable, please contact the MNCA for advice prior to submitting your bid. We would be pleased to look at venue options with you. Make sure that you put a hold on the space so that it is available if and when your bid is successful.

### **Guest room inventory:**

A tally of available rooms must be included in your proposal. If your community doesn't have enough traditional hotel rooms other alternatives may be considered. Rooms in neighbouring communities, camping and RV options, billeting etc. are all acceptable for your proposal.

### **Anticipated audience:**

In this section please confirm your understanding of the traditional Minerals North audience. Also, please confirm the number of delegates you have the capacity to host. It is perfectly acceptable to cap attendance to reflect the size of your venues and your room capacity.

### **How you will make the event special.**

This is where you add the conference theme and the “wow factor” that will make your proposal stand out from the rest. Some communities choose to select a theme for the conference that will help to shape the direction of the speaker’s program and workshops. Themes may be relatively generic or may reflect specific opportunities, issues, or challenges facing the mineral industry or the relationship between industry and communities.

Please note: Any consideration of cross promoting or piggybacking with another entity or event must be referred to the Minerals North Conference Association for approval prior to moving forward. This policy is in effect to protect the Minerals North brand.

### **Administrative content**

- Indicate the years your community has participated in a Minerals North event
- Verify that you have attended a Minerals North Host orientation meeting
- Confirm that you have reviewed these guidelines and are aware of your commitment and obligations should you be the successful proponent.

## **YOU HAVE WON THE BID...WHAT NOW?**

### **Legal Agreement:**

Once you have been informed of your success you will be required to sign an agreement that outlines the obligations of the host community. Elements of this agreement are outlined here in general terms and a copy of the agreement is included in document 2.

### **First Steps**

- Confirm the composition/members of the initial organization committee.
- Provide members of the organization team with a copy of these guidelines for reference and review.
- Promote First Nations involvement in the conference, and if not a First Nations host or co-

host, make reasonable efforts to include representatives on the organizing committee.

- Agree that if you are going to develop a logo or brand, that you will have it approved by the organizing committee before using it and understand the terms of its use.
- Understand that the Minerals North Conference Association website will be made available for use one month after the previous year's conference and ending one month after the Conference. The host is able to add content to the site, but any changes to the site itself must be requested through the Association.
- Agree to use an online registration system and link to that system through the MNCA website. Unless prior permission is received, the host will use the Civic Info BC registration system.
- Provide MNCA with regular planning updates up to the day of the conference. Attend meetings with the MNCA as required.
- Provide a draft budget for review by the MNCA no later than ten months before the event.

**Event management:**

- Provide meals for all registered delegates as outlined in the contract document
- Not offer booth space as a part of sponsor recognition
- Ensure that there is a comprehensive plan to deal with responsible alcohol consumption.

**Financial:**

- Maintain an accounting system that provides detail on income and expenses
- Pay a sum of \$10,000 to the MNCA within 4 weeks of the completed event
- Agree that the general fees for the conference will be set in accordance with MNCA guidelines
- Disburse any surplus funds to approved non-profit groups within 8 months of conference completion.
- Be responsible for any financial losses and liabilities.
- Maintain liability insurance appropriate to all aspects of the event

**After the Conference is over provide:**

- A delegate list in excel format.
- A list of sponsors including contact details
- Copies of relevant meeting notes
- A final report with recommendations for the next host community.
- Financial statements that include a detailed breakdown of revenue and expenses

## Year one Planning

You have approximately two years from the time you are informed of your successful proposal and the beginning of your event. There are a few important things that you will need to accomplish in your first year of planning.

- Finalize your committee structure
- Confirm your venue bookings
- Develop a preliminary budget
- Confirm administrative processes
- Negotiate rates for delegate hotel rooms and set aside blocks of rooms for this purpose. Book rooms for speakers.
- Develop your community branding and have it approved by the MNCA
- Book a booth at the Minerals North tradeshow 1 year prior to your event and develop promotional materials for use there.

### **Finalize Your Committee Structure:**

You will have developed a committee structure when you submitted your bid; now is the time to confirm that the individuals you had proposed are ready and willing to participate in planning. Please remember that your committee should be formed under the banner of the Proponent.

Because each organizing committee will have different strengths and capacity, tasks may be grouped under different categories from year to year. Because some tasks take a lot of time spread out over several months and others are more demanding before or during the conference some members may wish to take on more than one task. This list is intended as a guideline of specific areas of responsibilities that need to be covered.

- Recording Secretary
- Financial controls
- Speakers Program including Session Moderators and or MC's.
- Pre-conference Workshop and/or Field Trips
- First Nations Participation
- Education program

- Communications including use of the Minerals North website, Facebook page and e-mail platform
- Sponsorship drive & sponsorship recognition
- Registration & delegate kits
- Accommodations
- Trade Show
- Banquet – Catering & Decorating & entertainment
- Opening Reception
- Catering – breakfasts, lunches & coffee breaks
- Staging & Technical (Audio Video Arrangements)
- Transportation, Security & Parking

Some communities choose to pay a conference planner or administrator to oversee the event. There is a significant workload attached to organizing the event and it is not possible to do the work if it is “off the corner” of someone’s desk. If your group doesn’t have access to paid staff through an economic development agency or similar group, you may want to consider this option to ensure all of the various organizational threads come together and to reduce volunteer burn out.

**The following points have been identified by previous conference hosts.**

- Because there are 2 years between the time a conference is awarded and execution committee leads must understand that this is a long term commitment. Please note that some/many volunteers may be needed just for a few days during the conference or for shorter durations.
- When elected officials take a lead role, remember that the municipal election cycle can lead to a lack of continuity if the individual is not re-elected or decides not to run again. Occasionally the Committee role can lead to a conflict of interest and a process needs to be in place to manage this.
- There is great value in appointing a liaison between Council and the organizing team so that Council is kept apprised of planning activities.
- Committee leads should develop a team to work with them on planning and implementation. This encourages innovative thinking and also ensures that, if a team member has to take a step back for any reason, another team member is well equipped to take their place. The team approach also ensures that onsite volunteers are knowledgeable and engaged.
- Note that in many cases the Proponent will take an active role on the Organizing Committee by providing such things as financial services, meeting space, and or a recording secretary. Local governments will often provide conference venues and staff time in return for recognition as a sponsor or conference partner.
- A paid conference organizer is a good option for communities that don’t have staff that can be dedicated to the project.

### **Secure your venues:**

You may need to make a deposit or sign a contract to ensure that your venues are still available when you need them. If you are not sure that you have enough space, contact the Minerals North Association so that someone can do a walk-through with you.

### **Develop a preliminary budget:**

You can get a copy of a previous community's budget by contacting the Minerals North Association. This will provide a guideline from which to start your planning, provide information on how much income you can expect from sponsorship and registration, and help you to determine where your money is best spent.

### **Confirm administrative processes:**

It is important to have a clear line of communication between your committees and the Proponent. The Proponent is the legal entity that entered into the agreement with the Minerals North Conference Association as referenced on page 9. You will need to determine who is managing your budget, how you will request invoices be sent for sponsorships and how you will approve expenditures. Shared folders such as DropBox or Google Docs are ideal for making sure financial information is shared in a timely manner.

### **Book and block hotel rooms:**

Hotel rooms book up quickly once the date of the conference is announced. You will want to confirm booking for at least 20 hotel rooms for VIP's and for speakers prior to announcing the conference date. Then you will want to negotiate room rates with your local accommodation providers and have them set aside as many rooms as you can. In total, you will need approximately 400 hotel rooms or other accommodation options to accommodate tradeshow and delegates. In smaller communities you may choose not to host a tradeshow. In this case your room requirements will decrease accordingly.

## Develop your community branding:

Many communities chose to develop a logo or wordmark to reflect the community and conference theme that they have selected. It is a good idea to do this work during the first year of planning so that you are ready to start promoting your event at the previous year event. Please remember that the community logo is not intended to replace the Minerals North logo and must be approved by the MNCA. Guidelines on how to use the Minerals North logo are provided in document 2.

## Prepare to attend the next Minerals North:

Host communities traditionally attend the Minerals North prior to their own event. Don't forget to book booth space! While you are there you will want to promote your own event as well as observe the current event and meet their team. They will be able to provide you with valuable experience down the road.

## Year Two Planning

As soon as you get back from Minerals North it is time to begin implementing your event. A timeline is included here for you to use as a checklist. Please note that MNCA must be given regular updates as planning moves forward. Every member of the Association has been directly involved in organizing at least one Minerals North conference and each is available as a resource to organizing committees, particularly with respect to planning the speakers' program.

Agreement with MNCA signed by both parties	Year 1 complete
Finalize branding & get approved by MNCA	Year 1 complete
Develop preliminary budget	Year 1 complete
Confirm administrative processes	Year 1 complete
Confirm roles and responsibilities of committee members	Year 1 complete
Block sleeping rooms for event; book rooms for speakers	Year 1 complete
Finalize and book all conference venues	Year 1 complete
Have a booth at Minerals North the year before your event	Year 1 complete



Confirm a paid staff member for conference oversight or hire someone to take on this role	Year 1 complete
Minerals North Conference Website is now available for use	Year 2 first quarter
Reserve show service	Year 2 first quarter
Book audio-visual services	Year 2 first quarter
Secure a moderator	Year 2 first quarter
Catering options are explored and dates reserved	Year 2 first quarter
Develop and finalize sponsorship package	Year 2 first quarter
Develop sponsorship sales plan and begin implementation	Year 2 first quarter
Plan tradeshow, develop registration materials and regulations	Year 2 first quarter
Post preliminary information on Minerals North website	Year 2 first quarter
Tradeshow registration begins	Year 2 second quarter
Preliminary agenda is ready for review with Minerals North Assn (by topic area)	Year 2 second quarter
Keynote speakers are secured	Year 2 second quarter
Speaker solicitation begins (refer to topic areas)	Year 2 second quarter
Pre-conference activities are finalized	Year 2 second quarter
Order any staging required in all venues	Year 2 second quarter
Registration opens	Year 2 third quarter
Entertainment is confirmed	Year 2 third quarter
Marketing materials for Roundup are under development	Year 2 third quarter
Representatives attend Roundup	Year 2 third quarter
Details around speakers are finalized	Year 2 fourth quarter

Menu's are finalized	Year 2 fourth quarter
Liquor license is secured	Year 2 fourth quarter
Sponsor recognition is developed	Year 2 fourth quarter
All scripts and planning documents ready	Year 2 fourth quarter
On site set up	Year 2 fourth quarter
Show time	Year 2 fourth quarter
Volunteer appreciation	Post conference
Thankyou letters are prepared and sent	Post conference
Final report and financials are prepared	Post conference

## The Organizing Committee

The Organizing Committee is at the heart of your planning. Now is the time to finalize the responsibilities of your members. The responsibilities of each member will be dictated by the capacity of each member, but a baseline description of duties is provided in document 2.

At least two committee meetings will have been held in year one and another more extensive meeting or workshop should be held before your committee starts going away on summer vacations. The MNCA should be invited to have representation at this meeting to make sure that you are on track.

In September, regular meetings should resume and a schedule of meetings for the balance of the planning period should be developed. This will ensure calendars are marked and higher attendance can be expected. Most communities find that monthly meetings are sufficient as long as committee work is continuing in the background. In the last couple of months, you may wish to meet every two weeks.

## **Logistics:**

### ***Reserve show service***

A show service can provide trade show booths & lighting, stages, tables and chairs, linen and carpeting for arenas. While host committees are free to choose their own show service, Minerals North's experience with Central Display has been very positive. Central Display can be contacted through their website at [www.centraldisplayandtents.com](http://www.centraldisplayandtents.com). Your show service will also provide the additional power required to run the trade show and the A/V.

If you do not have a local supplier, Central Display is also able to provide tents, tables, and other equipment and are able to assist you in determining the space required to ensure adequate seating capacity.

Please note that the Organizing Committee is responsible for securing any necessary electrical permits. It is recommended that one committee member be assigned to direct the work of the show service.

### ***Arrange Venues and Staging***

Each community that hosts Minerals North is working with a different inventory of possible venues for hosting the event. Hockey arenas, curling clubs, schools, hotels and churches have all served as a stage for the conference. Different types of venues help make each conference unique.

Remember that you need somewhere for the tradeshow, the talks, and the meals. Depending on your community's facilities, you may need to change the same venue over for talks and then meals. Make sure you leave enough time to do this if required. Not everyone attends all of the talks, so you won't need to seat all of the delegates all of the time. The exception to this is the meals, and perhaps a prominent keynote speaker.

Sometimes a reception or banquet will be held at a different venue than the talks and there may be a requirement for transportation. Not everyone arrives in time for the opening reception so you may not need as large a venue as for other social events.

Regardless of the venues, Organizing Committees must meet with their local fire department to address any fire safety concerns or permitting requirements. It is also important to contact other emergency services agencies such as the RCMP to discuss safety plans, including how to respond to a threat of protest. You will also want to make sure that there are no concerns about having a liquor license in the proposed location.

When venues are spread throughout a community, the host committee should ensure that there is sufficient signage to direct delegates between venues; delegates may also be provided with simple maps to assist with directions. Never assume visitors to your community know where your venues are located! Please have this signage available early so that those arriving for pre-conference activities have adequate directions to registration and to pre-conference venues.

Accessibility is an important consideration, particularly when using venues that are not purpose built. Once you have decided on your venues and staging options, take the time to make sure that every venue is accessible, including your stage. If you are using an ice arena, don't forget that once the ice is out you will have a step down to access this area. In order to remain accessible, you may have to provide a ramp.

### ***Audio-Visual Services***

Audio visual equipment can require significant power and in some cases "non purpose built" facilities do not have the service you require. For audio/visual equipment for band and presentations the minimum power would be a 50amp/220-volt outlet similar to that used for a dryer or oven. If you are unsure about your power supply, make sure that you have an electrician confirm this well in advance of your event. If you are working in an area such as an arena or other venue with poor acoustics, you might want to consider using draping on the walls and/or ceiling. It can make quite a difference to the quality of sound.

It is imperative that conference delegates be easily able to hear and see the presentations and that the setup and lighting are efficient for speakers. You will need an adequate sized screen as a high powered projector for your main venue. You will also need projectors and screens in breakout rooms as required. If your community doesn't have the equipment or expertise, you will need to budget at least \$6,000 to hire a professional. Previous host communities have had success with Blake Productions from Prince George. Contact information can be found at [www.blakeproductions.ca](http://www.blakeproductions.ca)

If you book a band or other entertainment they will let you know what their audio-visual requirements are and whether they bring their own equipment. Once you have that information you will be able to add extra equipment to your audio/visual order.

### ***Moderator or MC Services***

Minerals North agendas tend to be very busy, and without an MC and/or moderator it can be very easy to have speakers “go over time” and ruin your scheduling for other speakers and for meals. Some communities elect to have one MC for the entire event, or to split the task between different people. Other communities decide to have moderated sessions with a skilled facilitator in addition to the MC. Moderator services can be paid or volunteer. Securing the moderator may be the responsibility of the logistics coordinator or the program coordinator.

The logistics coordinator will develop a “script” that includes timing for each element of the program. This script will assist the moderator in keeping the program on track. It will include speaker biographies, sponsor recognition, and housekeeping points so that the moderator will be in a position to cover all points that need to be covered

### ***Accommodations for Speakers and Delegates***

Accommodations should be secured in year one, but if not you need to do it now! Many potential delegates will have booked a room as soon as the timing of your event was announced.

If your community is small, it is quite likely that most of the areas accommodations will be taken up by conference delegates.

15 to 20 rooms should be blocked in a preferred location to be managed by a member of the logistics team. These rooms will be allocated as needed for special guests, speakers or VIP’s that may need a room. These rooms will need to be guaranteed by credit card.

Accommodation options can be posted on the Minerals North website along with contact information, room block info etc. Requests for billets, billet forms and other unconventional accommodation options can be listed here as well.

**What previous hosts have said:**

- In a small community, it is important for one committee member to keep a contact list of all lodging establishments. It is very likely that committee members will be contacted directly by delegates who are having trouble securing accommodations; being able to send out “e-mail blasts” to all of the accommodation outlets asking them to update the committee and each other on their available rooms, will be very helpful.
- The conference agenda and transportation schedule (if applicable) should be made available to all accommodation outlets in the event their guests have a question.
- You may wish to develop a process for handling late cancellations so that rooms can be re-distributed to those on a waiting list.

***Transportation***

In some host communities, all of the venues are within walking distance of delegates’ accommodations. When this is not the case, efforts should be made to provide shuttle services. Not every out-of-town delegate will want to rent a car, but more importantly, organizers have an obligation to ensure that delegates do not drink and drive.

Auto dealerships and bussing companies will very often provide vehicles for a shuttle service in return for recognition as a sponsor. Your community may already host a “Safe Ride Home” program at Christmas or for Grad.

***Conference organizers must provide designated drivers for any and all functions at which alcohol is served.***

**What other communities have said:**

- In 2007, the Terrace Ford dealership provided vehicles and drivers and coach buses were used to drive delegates to the banquet which was held out of town
- In 2008 the Smithers Toyota dealership provided the vehicles and local realtors volunteered as drivers.

## ***Insurance***

Third party liability insurance must be arranged as per your agreement with the MNCA. For the tradeshow you may wish to have exhibitors provide proof of third party liability insurance. Also, when using volunteer drivers in rented or sponsored vehicles an additional insurance rider may be required.

## ***Security***

RCMP should be notified of your event and a meeting with them to share the agenda is useful. There have been instances where protestors have attended Minerals North, and while they have always been passive, it is recommended that you have a plan to deal with these kind of issues.

You will require security services at the tradeshow when it is closed. If you have outside displays, you will need 24-hour security from the time the equipment is set up until it is removed. You may be able to use a local non-profit group to provide this service in return for a financial contribution. Some volunteer security during the social events is also recommended.

## **Green Initiatives**

Suggestions as to how to limit the conference's environmental impact are distributed throughout this document. The minerals industry in BC is committed to environmental sustainability, and conference organizers are expected to employ sound environmental practices when staging the conference. As such, suggestions as to how to limit the conference's environmental impact are distributed throughout this document. Some examples are provided here and new ideas are always welcomed:

- Provide shuttle transportation services from the airport and between hotels and conference venues, where practical.
- Use only recyclable or reusable dishes wherever possible.
- Include only the conference program and perhaps the local newspaper in delegate bags; reduce printed promotional materials from suppliers, including sponsors.
- Dispense drinking water from rented water coolers rather than individual plastic bottles.
- Ask trade show exhibitors to use paper rather than plastic bags, if they provide bags at their booths.

## **Finance and Administration**

The Proponent must be registered for the GST, and GST must be charged on all fees. Note that this does not include sponsorships. Note that conference costs can be budgeted net of the GST as GST on goods and services will be refunded.

A preliminary budget will have been developed in year one and you will want to modify it as your planning develops. Some communities prefer to develop a basic budget and then add optional items as sponsorship is secured. Actual financial results of past conferences are available and should be used as a general guide when estimating costs. These financials can be accessed through the MNCA. Be sure to ask for financials from a similar sized community event.

A sample financial report is provided in document 2. You are required to establish an accounting system that will provide this level of detail.

### ***Funding to Minerals North Conference Association***

As per the agreement with the MNCA, \$10,000 must be budgeted for payment to the organization no later than 4 weeks after the Conference. This is sufficient to cover normal expenses incurred by the MNCA throughout the year. The MNCA will accept additional funding out of a conference surplus to be used to support future conferences in the event sponsorship support falls short, or for non-recurring expenses such as web-page improvements.

### ***Distribution of a Surplus***

Minerals North is a non-profit event, and any surplus does not directly benefit the conference organizers or MNCA. While a portion of a conference surplus may be used to benefit the host community, at least 75% of any surplus should further the basic objectives of Minerals North – enabling a better understanding of, or providing support for, mineral industry activity throughout the entire region.

***Please refer to the Giving Back tab on the Minerals North website to learn more about the distribution of conference surpluses. Conference surpluses must be allocated to non-profit organizations within 4 months of the end of a conference and distributed within 8 months and confirmation of distribution must be provided to the Minerals North Association.***



Organizing committees will have an estimate of their surplus in advance of the Conference, so some of the surplus could be distributed during the event. It is excellent public relations to make a few cheque presentations during the Conference, particularly to the mining-related nonprofit organizations, and host committees are strongly encouraged to do so.

### ***Reporting***

Every organizing committee is accountable to provide certain information to the Minerals North Conference Association **and** the following year's conference Organizing Committee:

#### **Within 4 Weeks of Conference End:**

- Delegate list in excel format
- Sponsors list including contact details

#### **Within 8 Weeks of Conference End:**

- Conference report compiled by committee chairperson
- Updates and recommendations on improvements to "Guidelines for Host Organizing Committees"

#### **Within 12 Weeks of Conference End:**

- Detailed income statements including detailed breakdown of revenues and expenses – see appendices for an example (these only need to show the total surplus – not the distribution of the surplus)

## Registration

Your venue options will dictate what attendance limits need to be set. Registration fees must entitle delegates to the opening reception, breakfast both days, coffee breaks, speaker sessions and two lunches.

## Fees

An “early bird” discounted rate is typically offered until February 28, with full rates after then. Rates for future conferences *may not* be less than the average rate for the past three conferences, and *may not* increase more than 5% over the previous year.

### Minerals North Conference Rates (before taxes)

	Early-Bird	Regular
2013 Terrace	\$157.00	\$180.00
2014 Vanderhoof	\$155.00	\$185.00
2015 Mackenzie	\$160.00	\$195.00
<b>Average</b>	<b>\$157.33</b>	<b>\$186.67</b>

For budgeting purposes, note that traditionally about 75 percent of delegates pay the full registration fee. You will also need to budget for complimentary registration for certain sponsors, speakers, moderators and organizing committee members.

A separate fee must be charged for the banquet. As not every delegate attends the banquet, this method frees up seats for sale to other people who may not be attending the Conference during the day. Typically, no early-bird discount is offered. Rates for future conferences **may not** be less than the average rate for the past three conferences, and **may not** increase more than 5% over the previous year.

### Minerals North Banquet Rates Before taxes

2013 Terrace	\$42
2014 Vanderhoof	\$42
2015 Mackenzie	\$45
<b>Average</b>	<b>\$43</b>

Fees for field trips and workshops should be set to recover all costs. Typically, we have seen costs from \$35 - \$120 dollars before tax. Costs will vary depending on whether you need to provide transportation, pay for an instructor, or provide catering services. Ideally you will have these options finalized and pricing set before you open registration.

### ***Setting up the registration process:***

Conference registration is by far the most time-consuming and detail-oriented task associated with the conference, and on-line services save time, ensure accuracy in the registration process, and allow delegates to use the credit card of their choice when registering. Contact CivicInfo BC for a copy of last year's registration form before you begin setting up your event. By following the existing template, you are less likely to forget anything.

***Unless an agreement has been made between a Proponent and MNCA that allows differently, conference organizers are required to provide for online registration through CivicInfo BC ([www.civicinfobc.ca](http://www.civicinfobc.ca)). In all instances, a link to registration must appear on the Minerals North website.***

Typically, registration opens in November. Conference organizers should be aware that registration can get off to a slow start, picking up in late January, after the Mineral Exploration Roundup conference. Organizing committees are strongly encouraged to use the MNCA database to communicate with previous delegates and encourage early registration. More information is included under Marketing and Communications.

When setting up your on-line registration, make sure you add the capability for a delegate to purchase an extra banquet ticket for non-delegates such as spouse. It is also helpful to add the capability for a "code" for complimentary registrants so that they can register on line without generating a balance payable that needs to be reversed.

You can also set up a series of complimentary codes for use by sponsors and VIP's.

It is recommended that all registrations be paid for in advance. The CivicInfo BC site provides a list of those that have not paid by credit card so it is not difficult to follow up. By limiting payments on site it makes it easier for those working at the registration desks during the Conference, and makes it possible to set a registration limit (if necessary) and keep a waiting list.

## **Tradeshow**

### ***Tradeshow administration:***

The tradeshow involves a lot of administrative work and should not be managed off the side of someone's desk. If you are a small community with limited resources, you may decide to forgo the tradeshow in order to conserve accommodations and to focus on the programming portion of the event. If you are having a tradeshow, please remember that tradeshow administration requires someone to be available to answer the phone during business hours. Organizers may wish to explore on-line registration for tradeshow so that credit cards can be used for payment, and to reduce the impact on staff and/or volunteer time. If you decide to go this route, all information around booth numbers available, a site map and other pertinent information must be provided on line.

### ***Pricing:***

After the 2014 conference, MNCA reviewed the costs associated with setting up a tradeshow and decided to increase the booth rate to \$450 per booth and \$50 for a second exhibitor. It was determined that booth space must include admittance to the opening reception, all refreshment breaks, two breakfasts and lunch on Thursday. If the community wishes to deviate from this pricing model, permission from the MNCA will be required.

Organizing committees may not offer complimentary tradeshow space to sponsors. This practice sets expectations which future organizing committees may not be able to meet due to space constraints.

If space permits, complimentary trade show booths may be provided to local non-profit organizations such as libraries and museums, or local geology or mining displays. Conference organizers may also consider providing a complimentary booth to the host First Nations community, and may also consider waving booth fees for services provided of a comparable value. If you wish to charge a small fee for the general public to attend you may do so.

**Attendance:**

It may not be possible to accommodate all of the suppliers and organizations that want to present at the Minerals North trade show and you may need to manage a waiting list. In recent years' communities have experienced an average of 80 inside booths and 10 outdoor display spaces. For marketing purposes, a list of previous exhibitors will be provided from the current host community.

**Venue:**

From an exhibitor's perspective, the purchase of trade show space is only valuable if it is located close to the speaker sessions and if there is another attraction such as coffee breaks, to draw delegates into the trade show. Offering Wi-Fi internet capability is important to many trade show exhibitors. This can be arranged through a local internet service provider.

**Time schedules:**

Try and schedule some time for tradeshow viewing within your agenda. Hosting refreshment breaks and/or receptions on the tradeshow floor is a good approach. Some communities have hosted a breakfast there as well.

Host committees are strongly encouraged to accommodate the public's interest in attending the trade show as well as student programming. However, exhibitor's and delegates' do need time to interact with each other uninterrupted so you will need to set a schedule to ensure everyone's needs are met.

**What other communities said:**

- Try and schedule public time when it doesn't interrupt catered services on the tradeshow floor.
- Student viewing should be well supervised or restricted to older classes.
- If the tradeshow becomes too large the exhibitors can eat into your accommodation resources and make it very difficult to find rooms. Restricting exhibitors to two people per booth may assist with this problem.

### ***Communications with exhibitors:***

Advance tradeshow packages should be sent to all booth holders once they have signed on as an exhibitor. This can be done manually, or by using the website to host the information and e-mailing the link to the exhibiting company.

Information will include:

- Set up and tear down times
- Show times
- What is included with their registration
- A package outlining the “extras” that are provided by the show company. (Show service provides this)
- Shipping information
- Show rules and regulations that include the requirement for proof of insurance. A sample is included in document 2.

### ***Show time:***

The Show Service will need to be set up the day before your exhibitors move in.

Exhibitor badges and any other information packages need to be ready for distribution.

You will need to be there to coordinate between the show service company and the exhibitors.

## **Sponsorship**

It is important to have a structured sponsorship program with accelerated recognition and perks as sponsorship levels increase. ***Please stick to the existing levels of – Gold, Silver, Copper, Molybdenum, Coal to correspond with the existing website parameters.*** Limiting the number of top-level sponsors ensures that the recognition for these sponsors does not become diluted.

It is also important to be consistent with previous year sponsor levels so that when you go back to a previous year sponsor they are able to purchase a similar level of recognition at approximately the same cost. Don't forget about “in-kind” sponsorships. Some businesses will provide goods or services such as shuttle services or cater an event at no charge. These sponsors should be recognized at the same level as if they had provided cash.

Once you have set your sponsor package you will want to have it designed to incorporate both the MNCA and the event logo if applicable. You may want to have a limited amount of print versions available, but most sponsorship solicitations are done electronically.

As a reference, the 2012 Sponsorship Program is included in document 2.

### ***Sponsor development***

There are several keys to a successful sponsorship program; engage local mining and exploration companies in your planning and go back to sponsors from prior conferences. Other sources of new sponsorship can be found when you attend Mineral Exploration Roundup and at other networking events. If you have a committee member traveling to an event, make sure that you send them with information about Minerals North.

Initial contact with potential sponsors can begin after you have been given access to the Minerals North website. Ideally, letters requesting sponsorship participation will be mailed or e- mailed on the same day so that all sponsors have the same opportunity to participate at the higher levels. There is a high degree of interest in sponsoring Minerals North Conferences, and organizers will have to set a sponsorship cut-off date (typically first week of March) to allow sufficient lead time to complete the design and production of conference materials.

### ***In-Kind Sponsorship***

Many businesses provide goods such as delegate gifts or services such as shuttle vehicles. The value of these goods or services should **not** be shown as sponsorship income on the Conference's financial statements. It is useful to add the value of the contribution as a "note to financials" so that the next community understands the true cost of hosting the event. In-kind sponsors should be recognized at the appropriate level consistent with the value of their contribution.

### ***Sponsor Recognition***

When confirming a sponsor, request a high quality copy of their logo. The MNCA Association does have a logo bank on-line, but the quality of the logos is not good enough for some print and signage. Please see the section on the Minerals North website for more information about sponsor logos.

Sponsor logos should appear on the Minerals North website, the conference program and on-site signage. Depending on the event being sponsored, you may choose to display the sponsor logo on tickets, napkins, menu's or other methods of increasing sponsor profile. Print materials and signage should be professionally produced.

Sponsors should also be recognized verbally during the conference program and thanked in writing after the conference.

### ***Registration for Sponsors***

It is important that sponsors understand they must register for the Conference. Even when provided with written details about the sponsorship program (i.e. which levels come with free registration), some sponsors may assume there are places set aside for them at the Conference and banquet. When you set up registration, you can arrange a complimentary code so that sponsors can register without charge.

### **Developing your Speaker Program**

The Minerals North speaker program is different from most mining shows in that it is not meant to be technical in nature. Rather, it is to generate conversation between industry, community, educators, First Nations and others interested in a deeper understanding of the industry.

### ***Program Structure***

While the basic structure of the speaker's program does not vary much from year to year, host communities are encouraged to give their program a local flavour. This flavour will be influenced by the conference theme. Host committees should review the programs from prior years and use their own opinions about past conferences to set the framework for speakers. MNCA will make one or more of their Directors available to provide advice around program structure as required.

While many delegates will only attend some of the presentations, one of the key attractions to Minerals North for participants is the speakers program. Presentations from the area's regional geologists, AMEBC, MABC and Geoscience BC are conference staples and are looked forward to by returning delegates. Panel sessions, while not part of every conference's program, have been provocative and interesting. And while there are many exploration properties in our region, organizers should bear in mind that the Conference is about more than just promoting junior exploration companies.



Speakers should be encouraged to recognize they are addressing a diverse audience; the less technical jargon that is used, the larger the number of delegates that will be engaged by the presentations. They should also be prompted to provide their presentations in advance, and informed that presentations will be posted on the MNCA website after the event unless asked specifically not to do so. Remind publicly traded companies that their presentation should be preceded by a disclaimer statement. Sample letters to speakers are included in document 2.

Speakers receive complimentary registration to the Conference, but when they are regular delegates they often register themselves. They are expected to pay their own travel and accommodation expenses and to purchase their banquet tickets. Once speakers have committed to the Conference, they should be added to the e-mail contact list to be kept up to date as conference planning progresses. You will need to follow-up to obtain their firm commitment to present and reminders to book their accommodations and banquet tickets.

### **Speaker Gifts**

Speakers, session moderators and keynote speakers are presented with a gift in recognition of their contribution to the Conference. Organizers are encouraged to consider an alternative to the traditional gift – perhaps a donation made on presenters’ behalf to a charitable organization. The BC Children’s Hospital Foundation (Mining for Miracles), for example, will issue tax receipts in each speaker’s name – the committee just needs to provide the foundation with the speakers’ addresses.

Volunteers may be used to hand “roving microphones” to audience members who have questions to ask at the end of a talk. Portable microphones are sometimes preferable to a standing microphone, as it is difficult to cut off questions and move the agenda ahead when there is a line up in front of a microphone.

**Reminders:**

- Make sure MC's understand that Minerals North is not a mining event. It is a communities and mineral industry event and many in the audience are not part of the industry.
- Include the MNCA President in the opening ceremony.
- Time should be allocated at the banquet for the President of MNCA to say a few words and announce the next host committee for the conference in 2 years.
- Allocate time at the banquet for the next year's Organizing Committee Chair to invite delegates to their community.
- Provide an opportunity for the Current Organizing Committee Chair to thank sponsors, their committee and volunteers and participants
- Allocate time for cheque presentation(s) out of surplus to not-for-profit organizations if applicable
- In order to keep the program on time, you may want to remind audience members that they usually have the opportunity to ask questions of the speaker during a break
- Roving microphones tend to be better than a standing mike in the audience for questions. It is difficult for the MC to break off questions when there is a line at the mike.
- Any request from any other entity wishing to cross promote their event with Minerals North must be referred to the Minerals North Conference Association for approval prior to moving forward. This policy is in effect to protect the Minerals North brand.

Conference organizers will need to request permission for and save copies of all digital presentations for posting on the website immediately following the conference. Posting the presentations is work is performed on a volunteer basis by the MNCA.

***Paid Keynote Speakers***

Some communities have chosen to have a paid keynote speaker at lunch, as part of the program or at the banquet. Be careful about having your speaker at a lunch unless you have room for everyone to attend.

Communities have worked with National Speakers Bureau at [www.nsb.com](http://www.nsb.com) and with Kathy Hirst the Lavin Agency [CHirst@thelavinagency.com](mailto:CHirst@thelavinagency.com). Both agencies have a good lineup of speakers at a wide range of costs.

## ***Session Moderators***

You may choose to have an MC to oversee the entire event, have a series of moderators for each session or a combination of both.

Moderators' role includes making welcoming remarks in the morning, thanking sponsors and making announcements. The moderator will also introduce the speakers and hand out speaker gifts. It may be helpful for the moderators to be given "scripts" so that organizers may be assured that all the bases are covered. Scripts also help to keep sessions on schedule.

Keep speaker introductions brief in order to allow sufficient time for the presentations.

### **What other communities said:**

- Ask speakers to provide presentations beforehand if possible. This will assist the a/v personnel in making the time between presentations seamless.
- Try and be fairly knowledgeable about who is in the industry. This makes it easier to determine the best approach/contact person for each company. The MNCA is available to assist when required.
- It is very important that the team working to solicit sponsorships is aware of other approaches being made and what opportunities are sold or being entertained by a potential sponsor. An on-line shared tracking document using Google Doc's or Drop Box is very useful in this regard.

## ***Pre-conference workshops and tours***

The Minerals North Conference has traditionally been preceded by one or more mining-related field trips or workshops. In most cases a separate fee is charged for these events and registration is almost always limited. Past field trips include trips to operating mines and exploration properties, examination of local sites of geologic interest and tours to the Northwest Community College's School of Exploration and Mining field schools. Workshops have covered topics such as Mining 101, Aboriginal Engagement, and technical sessions put on by Geoscience BC.

## Food Service and Catering

Depending on the resources in your community you may require the services of more than one caterer or restaurant. If you are not using a hotel, restaurant or conference facility to host your meals, you will need to select a caterer or caterers. The following meal service is required for delegates:

- Refreshments for pre-conference sessions
- Opening reception
- Breakfast (2 days)
- Lunch (2 days)
- Coffee breaks (3)
- Banquet

**Please note that you will also be providing certain meals and refreshments for tradeshow exhibitors so don't forget to include them in your catering numbers.**

The following points have been identified by previous conference hosts.

- Where there is a selection of caterers in a community, conduct a formal bid process with a call for proposals to be submitted by a set deadline and invite as many caterers and service organizations to bid as possible to ensure transparency.
- When doing a request for proposals, specify that the committee "retains the right to accept or reject any or all bids"
- Try to encourage caterers to include supplying dishes in their proposals.
- Try to use green options for dishes...either compostable or non-disposable.
- We didn't have the room space for exhibitors to attend the same lunch as the delegates. We solved that by providing an Exhibitors lounge for tradeshow catering.

## ***Opening Reception***

The Conference traditionally holds a reception the evening before the speaker sessions begin. Organizers typically provide a selection of appetizers and a complimentary drink tickets per delegate, followed by a cash bar. A Master of Ceremonies may be used to introduce those individuals making welcoming remarks and thanking the sponsor. Typically welcoming remarks at the reception are casual, as the formal opening is in the morning before the talks begin.

What other communities have said:

- It is difficult to do a speaking program at the reception because people come and go at different times.
- We provided music at the reception. It was great but some people left because it was too loud for networking.
- We were very proud of our First Nations drumming and dancing program at the reception and it was very well received.
- It is a good idea to bring nametags to the reception so that people can register as they arrive. We left the “kits” for delegates to pick up in the morning.

## ***Breakfast***

***Breakfast is required to be provided to delegates on both days of the conference.***

When breakfast is served at the conference venue, it certainly helps ensure everyone is on site when the speaker sessions begin! The following options have been successful in a number of communities.

- **Breakfast at the tradeshow:** This option gives extra time at the tradeshow. Make sure you have some seating available and that most of the food options are easy to “wander around with”.
- **Pancake breakfast or catered breakfast in the assigned food service area:** This option allows a sit down or buffet breakfast and keeps delegates on site so that they are available when speaker sessions begin.
- **Restaurant coupons:** Provide delegates with coupons redeemable at participating restaurants, with the restaurants submitting the coupons back for payment. This allows the conference to engage local businesses. It was one way for the conference to put some dollars into local businesses that otherwise would not benefit from the influx of delegates.

**What other communities said:**

- We used the coupon breakfast program, and only about 50% of the coupons were redeemed. Great cost savings!
- Make sure local restaurants “staff up” so that delegates have time to eat without missing part of the proceedings.
- We put the Friday breakfast later so that those that had been partying could be accommodated. It didn’t work – it just pushed the program out even later.

***Refreshment breaks and water service***

The program allows for a morning and an afternoon coffee break on the first day, and a morning coffee break on the second day. A refreshment break typically includes coffee, tea, baked goods and fresh fruit - but feel free to get creative. When soliciting catering bids for the coffee breaks, it is usually most effective to have all of the breaks catered by the same company.

Water should be provided throughout the Conference, and not just during coffee breaks. The water may be provided by the Conference, rather than a caterer, in the form of individual bottles or, more environmentally friendly, large water bottle coolers which may be rented short-term from a water supplier. Water companies often sponsor these coolers.

***Don't forget to have water at the stage for speakers and to refresh the water and glasses between sessions.***

***Lunches***

Depending on the venue and the conference program, lunch may be buffet style or a sit down affair. You will need to work with your logistics team and those developing the program to see which format will work best.

## **Banquet**

If the banquet is being held in the same venue as the speaker sessions, you will need to take down the conference seating and re-set for the dinner. The banquet is usually preceded by a one-hour reception with a cash bar. If you need time to set for dinner, you can always have the reception in a different location to buy yourself more time. Make sure you have enough volunteers available for this task

Banquet wine can be sponsored. For budgeting purposes, allow ½ bottle of wine per person.

***MC's are required to remind banquet attendees not to drink and drive, and Host Committees are required to provide a designated driver service at the banquet.***

## **Dishes**

If you are renting dishes for the banquet or other meals, it is recommended that the organizing committee make their arrangements directly with the rental company and not through a third party such as a staging company. And while it is a lengthy task, dishes, cutlery and glasses should be counted upon receipt and before they are returned to the rental company. These steps will mitigate any disagreements about the number of dishes returned or broken.

## **Alcoholic Beverages**

One of the great attributes of Minerals North is the opportunity to spend time socializing with friends and business colleagues. The conference also provides a stage to showcase the host community and the minerals industry. As such, conference organizers should set the stage for responsible drinking. Alcohol is typically served at the opening reception and at the banquet. ***“Open” bars are discouraged at Minerals North functions, and conference organizers must provide designated drivers for any and all functions at which alcohol is served.***

Typically, in a small community there are nonprofit organizations that run cash bars as a way to raise funds. They secure the liquor license, purchase the alcohol and staff the bar and ticket booths. In return the organization retains the profits from the bar sales. The cash bar should remain open throughout the evening. A reasonable amount of complimentary wine is usually provided on the tables at the banquet. For budgeting purposes, organizers should budget ½ a bottle of wine per person.

Complimentary beverages may be provided, but we strongly recommend limiting this to one drink per social event to encourage responsible drinking and to reduce liability.

When organizing liquor service at a venue that does not normally serve alcohol find out liquor license requirements early and make sure you consider all of the venues where liquor might be served. There may be some stipulations before your license will be granted. An example of this was in Burns Lake where the banquet was hosted in an outside tent in a community park. In this case a fence around the function area was required before a liquor license was granted.

***Don't forget that when you are using volunteers to serve alcohol they need to have "Serving it Right" certification.***

## **Marketing & Communications**

The Minerals North Conference Association logo is available in jpg and eps formats and must be used on all printed materials and letterhead. It must not be altered in any way. A tag line may be added to the bottom of the Minerals North logo to include the current year theme and/or community name.

A logo for your community's Minerals North (e.g., Minerals North 2019 – Anytown, BC) can be designed and used for promoting your event. Please note that the event logo **MUST** be approved by the MNCA before use, and **MUST** be used in conjunction with the MNCA logo and not independently from it.

Whether you choose an event logo or appended tag line, it must be approved by the MNCA before using.



**Using The MNCA Website and delegate database:**

The MNCA website is made available to the host community 30 days after the previous host completes their event. The site is hosted by BC Web in Smithers, and design/updates are the responsibility of Spark Design in Smithers.

The webpage utilizes a Content Management System (CMS) which allows for the organizing committees to post their own updates. Your community will be given a password for the conference portion of the site shortly after the previous year event is complete. A manual that explains how to insert your information will be provided to you by the MNCA before you begin.

In most cases your community will be able to do all updates themselves. The system allows you to add pages and text, upload pdf documents and photos, as well as linking to e-mail addresses and other sites. If you require changes other than those outlined here, you will need to forward your request to MNCA.

The website also includes an area for posting your newsletters. Newsletters are distributed using Campaign Monitor at a minimal charge. The Minerals North Campaign Monitor account includes a list of all delegates since 2010 that is regularly maintained.

The following is a minimum suggestion of when a newsletter should be sent: Programming updates should be included in each communication.

<b>Key communications</b>	<b>Approximate date</b>
Mark the date	June
Sponsor opportunities available	Summer
Tradeshow information available	September
Registration available	November
Registration reminder	January
Early bird deadline	February
Continuing updates	Monthly until show time

**Other marketing to note:**

**SEG Directory:** MNCA places an advertisement in the Smithers Exploration Group directory, which is published every January. The advertisement includes information about the upcoming two conferences.

**Minerals North tradeshow booth:** Traditionally, the organizing committee will host a tradeshow booth at the Minerals North event preceding theirs. Some kind of save the date brochure or other marketing materials will be needed for your booth. Don't forget that this is a great opportunity to promote your community as a whole so bring general community information as well.

**A conference brochure or rack card:** Typically this print piece is (1000 is sufficient) produced in early December. These are used at the Natural Resources Forum in Prince George in early January and at the Mineral Exploration Conference in Vancouver later the same month. If you have someone already attending Rock Talk in Smithers, or the Kamloops Exploration Group conference you may want to consider sending promotional materials with them. The balance can be distributed to local businesses, mining association offices, and the Ministry of Energy and Mines (MEM) offices in Prince George and Smithers,

**Mineral Exploration Roundup** is a key marketing venue for the Minerals North conference, and brochures and information about sponsorship and registration should be available in time for Roundup. If the host community or Regional District doesn't normally have a booth at Roundup, arrangements should be made with Smithers Exploration Group (SEG) to share a part of their booth at a reasonable cost. SEG has a booth on the Monday and Tuesday of the 4 - day conference and will ensure there is space set aside for printed materials and a pop-up banner.

Organizing Committees should prepare, and budget, to send at least one committee member to Roundup. If you intend to participate with SEG you can contact them at:  
info@smithersexplorationgroup.com

**Industry Publications**

For a list of industry publications that will publish conference dates and contact information at no charge, please check document 2.

### **Local Newspaper articles**

You may wish to contact a reporter at your local paper and invite them to consider an article about the event. Some communities have engaged the local paper to publish a supplement about the conference. In many cases the paper will do this at no charge in exchange for any advertising revenue they can generate and you will be able to provide information about the event to be used in the publication. If you do this, don't forget to put a sponsor thank you in the publication.

### **On site media**

A media advisory a few weeks prior to the event will generate interest. Media may ask to attend and you will want to have media passes available. If you have a high profile speaker in attendance or politician with an announcement to make, you may be asked to find a time and place for a media interview as well.

If a radio station wishes to broadcast on site, you may need to find a space for them to broadcast from.

## **Delegate services**

### **The Registration Package**

Minerals North delegates are presented with a delegate package at registration. The package includes a name badge, any meal tickets and the conference program.

### **Delegate bags**

Along with the registration package, MN delegates traditionally receive a delegate kit. The kit might be a bag portfolio that is branded with the conference logo. The bag is intended to hold delegate materials during the event. Communities often include insulated mugs, pens, notepads, the local newspaper insert, etc. inside the kit. Try and avoid a lot of print material as it is often thrown away.

### **Printed Conference Program**

The printed program should include the conference agenda, sponsor recognition and tradeshow information as well as any other written or pictorial content the committee may choose. In recent years' committees have chosen to post speaker biographies on line so that delegates can access them with their smart phones if they so choose. Print copies can be downloaded and printed as required.

## On-site Registration

Registration typically starts on Wednesday in time for pre-conference sessions. Registration is also moved to the Opening Reception so that late arrivals can attend. It is important to have at least 3 volunteers on the desk at peak times. Once registration is almost over you will still need a volunteer to take care of late arrivals and to deal with general enquiries.

A separate area for taking on site registration is recommended. A computer with a WIFI connection will allow you to take credit card information for those who didn't pre-register. As well a printer to take care of lost/incorrect nametags will take a lot of pressure from your main registration desk. If your event is full for certain functions, it is perfectly reasonable to restrict their delegate package to those activities where there is still room.

## Community engagement

### Schools programs

#### ***Student Participation***

In recent years' communities have added options for student participation above and beyond a visit to the tradeshow. Some examples are:

Student participation at certain aspects of the main conference
Career fair type events where kids get an idea of the industry opportunities
Student volunteers getting work experience hours at the event
Gold panning demonstrations for children and students
Educational theatre presentations from Barkerville

Student programming is encouraged as a part of the Minerals North conference but the size of the student population will have an impact on how you involve your young people. If you are planning student involvement, watch for pro-d days when scheduling.

#### ***Teacher Participation***

Minerals North tries to encourage local primary and high school teachers to attend. The Mineral Resources Education Program at MABC (MREPBC) will assist conference organizers in finding teachers interested in attending. Funding may be available to facilitate this. Contact Sheila Stenzel at MREPBC for more information. She can be reached at [Stenzel@bcminerals.ca](mailto:Stenzel@bcminerals.ca)

## **First Nations' Participation**

Minerals North plays a role in facilitating communication between First Nations and the mining and exploration industries by providing opportunities for learning, interaction, and the forging of new relationships. A concerted effort is made to invite First Nation delegates to the event and to include relevant programming while they are there. MNCA recommends that you include members of local First Nations on your committee or if this is not possible, designate someone as a liaison with First Nation governments and communities. Alternately, you may want to hire a consultant to assist with this element of the program.

Some of the things to consider are:

- Making sure conference information goes to First Nations across the Minerals North catchment area and following up to generate attendance from First Nations representatives
- Inviting VIP's from local First Nations
- Developing workshops intended to generate healthy discussion about First Nations issues
- Ensuring the recognition of First Nations Territory at appropriate times during the conference. A template is included in document 2.

## **Non-Profit Groups and Volunteers**

It simply is not possible for the organizers of a Minerals North conference to do all of the work themselves; other volunteers are an essential component of the conference's success. You may have a team of volunteers that you are working with directly or you may call on a non-profit group to perform a service in exchange for a donation to their cause. Some of the areas that you may need volunteers are:

- Hosts to provide information and give directions
- Changing over venue furnishings for social events
- Registration desk
- Catering assistance (clearing dishes and setting tables)
- Decorating
- Security
- Bar tending
- Safe ride home programs

## ***Volunteer Management***

You may have a committee member charged with recruiting and managing volunteers. This person will liaise with other committee members to determine what they need done and how many volunteers they will require. This person will also manage scheduling. A volunteer briefing prior to the event is recommended. This briefing should review the overall event, assigned tasks, health and safety, and policies and procedures.

Volunteers should be recognized after the event with a letter from the conference Proponent and chairperson. Other recognition could include a volunteer appreciation event or even a gift certificate in a moderate sum. Don't forget to recognize your volunteers as a part of the conference program as well.

## ***Service Clubs and Non-profit Groups***

You may wish to employ a service club to take on some of the tasks identified above, or to bid on catering. Consider asking for services or the use of facilities in return for a donation. Donations of this kind are a budgeted expense and do not come from the conference surplus.

Examples of service clubs are: local youth clubs, sports groups, volunteer fire departments, the Legion and Rotary Clubs.

What others said:

- Don't underestimate the number of volunteers you need. More is better!
- Don't forget that volunteers that are preparing food will need to have Food Safe certification!
- If serving alcohol volunteers must have "Serving it Right"
- Try and have fresh volunteers for tear down and cleanup. 3 days is a long time!

## **Raising Money during the Conference**

The Conference presents some excellent opportunities for raising funds, and awareness of the one or two non-profit groups that will benefit from these fundraising efforts. It is recommended that fundraising during the Conference be in favour of a mining-related nonprofit organization – one that most of the delegates will already be familiar with.

**What others did:**

- Ruffled off centerpieces at the banquet
- Made donations to local charity in lieu of gifts to speakers

**Appendices**

For sample documents listed in this document please refer to volume 2.

For the website manual for communities refer to volume 3.