

Gathering Proposal for _____ (year)

Prepared for stakeholder review and approval

Executive Summary

Include name of hosting society (or societies), planned duration of event, and brief description of anticipated events.

Event Overview

Proposed Event _____-Day Annual Gathering Items	
Duration	
Format	
Estimated Attendance	
Primary Participants	
Recommended Planning Window	

Goals and Objectives

Examples: Education, information, networking, recognition, visibility, etc.

Target Audience

Proposed Program

Edit to fit the number of planned days.

Day	Sample Activities
Day 1	
Day 2	
Day 3	
Day 4	
Day 5	

Venue and Logistics Requirements

Examples of requirements include: Main venue full group, and components needed such as seating, stage, lighting, sound, etc. Workshop spaces and components, Exhibition venue and associated needs, Food and Beverage, Technology, Accessibility and safety considerations, etc. Auditorium: Seating for full attendance, stage, lighting, sound, live streaming capability, and accessible seating.

Staffing and Governance

Describe staffing needs covering items such as budget, programming, sponsorships, operations, marketing, and attendee experience, if applicable. Describe the roles that will need to be filled, such as Gathering directors, workshop/demo lead, plein air events lead, exhibition lead, logistics lead (technology, etc.), sponsorship lead, marketing lead, registration lead, volunteer coordinator, finance lead, and on-site operations managers, as applicable.

Preliminary Budget Framework

Include expenses for facilities for main events, workshops, exhibition, insurance needs, reception, banquet (if on an even year), sound, lighting, WiFi, registraion system, instructor fees and materials, marketing costs, awards, judges, etc.

Expense Category	Items
Venue and room rental	
Food and beverage	
Audio-visual and technology	
Workshops/Demos	
Marketing and design	
Staffing and security	
Artist Recognition	
Printing, Office	
Judging Fees	
Contingency	

Include income from shipping charges, sale of ads, donations/sponsorships, registration fees, art sales, entry fees, etc.

<u>Income</u> Category	Items
Art Shipping & Handling	
Publications	
Donations	
Gathering, Workshops/Demos, Banquet	
Art Sales	
Show Entry Fees	
Artist Recognition	
Contingency	

Revenue and Sponsorship Opportunities

Include any additional information or details about revenue opportunities

Risk Management and Contingency Planning

Describe how you will plan to mitigate risks related to attendance, budget, operations, instructors, health and safety, technology, and any other risks.

Implementation Timeline*Consider when you will set goals, estimate a budget, select dates, identify venues, enter into contracts, staff planning and execution committees, recruit instructors, make announcements, etc.*

Timeframe	Key Actions
22-27 months out	
18-22 months out	
6-12 months out	
6 months out	
Event week	
Post-event	

Preliminary Location Plans

Describe location, local attractions, transportation options, lodging capacity, neighboring communities, exhibition venue, main facility venue, workshop locations, amenities, etc. Include a description of other details that make your area attractive and suitable for a gathering, and host society capacity.

Marketing and Communications Plan

How will you market the event and manage updates? Include plans for using online resources, and for sharing registration details, workshop information, travel guidance and lodging information.

Success Metrics

How will you measure success? Attendance, polling, budget outcomes, debriefs?

Closing Comments

Process: Submit form to IAPS Executive Committee for review. You will be contacted for questions or clarification. Once accepted by the Executive Committee, the proposal will be forwarded to the full IAPS board for review and consideration of approval.