

# Regional Conference Guide



Why have a Regional Conference? Perhaps the real question is, why not? Learning about RESULTS campaigns, skill-building, taking action, camaraderie, and more are all possible at a Regional Conference.

Regional Conferences can be of special importance. If the COVID-19 epidemic has taught us anything, it is the importance of being connected. Regional Conferences offer a salve to some of the forced isolation from friends and family. Because Regional Conferences are typically smaller gatherings (as compared to the RESULTS International Conference), a conference gives you the opportunity to connect deeper with people you know and build new relationships with new people who attend. People who attend a RESULTS Regional Conference usually walk away refreshed, energized, and inspired.

But how do you begin to build a Regional Conference? First, with your Regional Coordinators and fellow regional leadership, take an assessment of your region.

- **What do you want the outcome(s) of your Regional Conference to be?** How do you want the region to be stronger and better when the conference is over?
  - What do you want to learn?
  - How would you like your region to build greater influence on policy change?
  - How would you like to conference to help create better group health?
  - How would this conference serve your efforts to expand your group(s)?
  
- **How much time could your region dedicate to a Regional Conference?** Should it be a half day, one day or even two days?
  
- **What online platform is preferred?** Most Group Leaders have access to a paid Zoom account for the Zoom meeting function. (Please contact Lisa Marchal at [lmarchal@results.org](mailto:lmarchal@results.org) if your region doesn't have access to an account.) Keep in mind that a conference that includes a virtual element can take a bit of special work and support, but it can also be much more inclusive and prioritizes safety.
  
- **What presentation resources do you have at your disposal?**
  - Advocacy expertise within your region
  - RESULTS staff
  - Outside speakers

- **How can you create shared leadership in the creation of your Regional Conference?** Consider having on your planning team at least one representative from each group in the region and the Regional Coordinator(s). Consider the range of skills on your planning team (logistics, tech, agenda creation, presentation). Also consider incorporating a range of leader-advocates on your planning team.
  - **Fellows** – contact Yolanda Gordon ([ygordon@results.org](mailto:ygordon@results.org)) for more information
  - **Experts on Poverty** – contact Keisha Perkins ([lperkins@results.org](mailto:lperkins@results.org)) for more information
  - **Newer advocates**
  - **Veteran advocates**
  
- **Where can you go for help?** Your Regional Coordinators are a first resource as you build your Regional Conference. You can also reach out to RESULTS staff for ideas and support. Need resources for logistics and/or technical support? Contact Lisa Marchal ([lmarchal@results.org](mailto:lmarchal@results.org)) with a sketch of your anticipated needs.

## Sample Planning Timeline

- **Three months out:**
  - Determine a point person for conference planning (preferably not a Group Leader or Regional Coordinator)
  - Assemble planning team and arrange meeting dates/times
  - Brainstorm invitation list (existing regional group members, prospective members, community partners)
  - Decide on online platform and think through online security
  - Determine date and begin conversation with RESULTS staff (Lisa Marchal, [lmarchal@results.org](mailto:lmarchal@results.org)) if you anticipate needing tech or other support.
  - Publicize
  
- **Two months out:**
  - Create agenda
  - Identify sessions that will require outside and/or staff speakers
    - Make speaker requests of outside and/or staff speakers
    - Contact staff for direction to online print and video resources
    - Contact staff for logo, branded PowerPoint template, and other marketing materials for any publicity that needs branding

- Open registration
- Advertise to members and others you might want to include (Regional Conferences can be a good way to recruit new people)
- **One month out:**
  - Reconfirm outside and/or staff speakers
  - Do a test run of online platform
  - Do event reminder and re-publicize registration
  - Check with speakers about assistance they'll need for presentations
- **Two weeks before:**
  - Do event reminder with login
  - Do last check with speakers about assistance they'll need for presentations
    - Do a "run of show" with speakers as needed
- **One week before:**
  - Do final reminders
  - Have final meeting with planning team to run through the full agenda and go over any last-minute details
- **Day of event:** Have fun!
- **Within 24 hours of event:**
  - Circulate survey
  - Send thank-yous

## Sample Agendas

These are examples to get your imaginations going! You can choose segments of these sample agendas to mix and match your sessions. You can also adjust for conferences of various lengths. Keep in mind that a virtual platform usually demands shorter sessions and longer breaks to avoid "Zoom fatigue."

## Half-day Event

<p><b>8:30-9:00 am – Gathering and Introductions</b></p> <ul style="list-style-type: none"><li>• Icebreaker</li><li>• Review of the day's agenda</li></ul>
<p><b>9:00-9:15 am – We Are an Anti-oppression Organization</b></p> <ul style="list-style-type: none"><li>• Reading of our anti-oppression values statement</li><li>• Sharing of our anti-oppression resources page</li></ul>
<p><b>9:15-10:00 am – What Are We Working On?</b></p> <ul style="list-style-type: none"><li>• 9:15-9:30 am – U.S. poverty campaigns</li><li>• 9:30-9:45 am– Global poverty campaigns</li><li>• 9:45-10:00 am – Q&amp;A</li></ul>
<p><b>10:00-10:15 am – Networking Break</b></p> <p>Sample question: Why do you volunteer with RESULTS?</p>
<p><b>10:15-11:15 am – Creative Programming Block #1</b></p> <ul style="list-style-type: none"><li>• What skills have you always wanted to learn about? Running a more effective local meeting? Mastering the EPIC laser talk format? Having more effective meetings with legislators? Writing an op-ed? Managing an Action Network? Mentoring new advocates? Maybe do a review of the Advocacy Basics in general? Talk to your Regional Coordinator or RESULTS staff for resources!</li></ul>
<p><b>11:15 am-12:15 pm – Creative Programming Block #2</b></p>
<p><b>12:15-1:00 pm – Networking Lunch</b></p> <ul style="list-style-type: none"><li>• Option to join main room for lunchtime chat if on Zoom</li></ul>
<p><b>1:00 pm – Close, Good-byes, and Survey Link</b></p> <ul style="list-style-type: none"><li>• There are some great survey guides you can use.<ul style="list-style-type: none"><li>○ SurveyMonkey (<a href="http://www.surveymonkey.com">www.surveymonkey.com</a>) is a good resource for creating a short survey on the event.</li><li>○ A Googleform could also serve as a good survey option.</li></ul></li></ul>

# One-day Event

<p><b>9:00-9:30 am – Gathering and Introductions</b></p> <ul style="list-style-type: none"><li>• Icebreaker</li><li>• Review of the day's agenda</li></ul>
<p><b>9:30-10:00 am – We Are an Anti-oppression Organization</b></p> <ul style="list-style-type: none"><li>• Reading of our anti-oppression values statement</li><li>• Review of anti-oppression resources available to all groups</li></ul>
<p><b>10:00-11:00 am– What Are We Working On?</b></p> <ul style="list-style-type: none"><li>• 10:00-10:20 – U.S. poverty campaigns</li><li>• 10:20-10:40 – Global poverty campaigns</li><li>• 10:40-11:00 – Q&amp;A</li></ul>
<p><b>11:00-11:20 am – Networking Breakout Rooms</b></p> <ul style="list-style-type: none"><li>• Sample question: What's the best thing you've learned while advocating with RESULTS?</li></ul>
<p><b>11:20 am-12:30 pm – Lunch Break</b></p> <ul style="list-style-type: none"><li>• Option to join main room for lunchtime chat if on Zoom</li></ul>
<p><b>12:30-1:30 pm – Media Training: Writing a Strong Letter to the Editor</b></p> <ul style="list-style-type: none"><li>• Training on EPIC format</li><li>• Completing an LTE</li></ul>
<p><b>1:30-2:30 pm – Deepening Your Relationships with Congressional Offices</b></p> <ul style="list-style-type: none"><li>• Interview with legislative aide</li><li>• Q&amp;A</li></ul>
<p><b>2:30-2:45 pm – Break</b></p>
<p><b>2:45-3:45 pm – Creative Programming</b></p> <ul style="list-style-type: none"><li>• What skills have you always wanted to learn about? Running a more effective local meeting? Mastering the EPIC laser talk format? Having more effective meetings with legislators? Writing an op-ed? Managing an Action Network? Mentoring new</li></ul>

advocates? Maybe do a review of our Advocacy Basics in general? Talk to your Regional Coordinator or RESULTS staff for resources!

### **3:45-4:30 pm - Outreach or Fundraising Session**

- For outreach: How do we become known?
  - Community mapping exercise
  - VolunteerMatch ad
  - Other marketing
- For fundraising: How can we support the resourcing of the organization?
  - Online tools
  - Staff support
- What resources does RESULTS offer to support?
- What goals could you set for the rest of the year?

### **4:30-5:00 pm - Debrief**

- What was your favorite learning of the day? What flashes of insight did you have? What are you going to act on next?

### **5:00 pm - Good-byes and Survey Link**

- There are some great survey guides you can use.
  - SurveyMonkey ([www.surveymonkey.com](http://www.surveymonkey.com)) is a great resource for creating a short survey on the event.
  - A Googleform could also serve as a good survey option.