



P.O. Box 958  
Wheatland, CA 95692  
Telephone 530-633-4858  
Fax 530-633-0365  
[www.californiashipstoreefs.org](http://www.californiashipstoreefs.org)

## CHARTER FOR SHOWS/EVENTS COMMITTEE

### WHY IS THIS MISSION NEEDED OR WHY IS IT IMPORTANT

1. This committee will design and execute a plan to represent California Ships to Reefs at consumer shows. It is critical that the plan be a persuasive outreach and recruitment tool to our cause. 2. This committee will organize and design programs for all CSTR events as they arise, including the Annual Awards Weekend.

### DESCRIPTION OF WHAT NEEDS TO BE DONE

1. Determine what shows should be attended each year; identify other events to attend and/or sponsor
2. Develop a booth that can be made into varying sizes to accommodate each show
3. Work closely with the Message Development Committee to define the message for each show and/or event as appropriate (this will evolve from one year to the next)
4. Develop the overall program customized for each show/event
5. Design (liaise with Public Relations Committee) the various graphic components to be used at the booth/event such as signs, videos, digital presentations, etc.
6. Design (liaise with Public Relations Committee) handouts (brochures) to include items such as:
  - a. What is STR
  - b. Who is involved
  - c. How attendees get involved
7. Develop programs for workshops for orientation of attendees to S2R (liaise with Speakers Bureau)
  - a. Identify speakers & provide training
  - b. Panel Discussions
  - c. Presentations w/high profile guest speakers (i.e., Navy, NOAA, DFG, politicians)
8. Liaise with Finance Committee to develop draws/fundraisers (drawings, membership drives)
9. Set goals for each show/event and monitor results
10. Determine staffing and train as required for each show/event
11. For shows, write report summarizing each show with items such as the number of people, types of contacts, follow-up needed with "key" contacts, questions that couldn't be answered
12. Provide answers to questions that couldn't be answered and if required obtain answers from outside sources with appropriate knowledge for follow-up communication to originators of the questions

### DEFINE SUCCESS FOR THIS COMMITTEE

1. All shows/events have been identified and booth space secured as appropriate
2. A booth has been designed and procured that can be used in various configurations depending on booth sizes
3. The message and overall program for each show/event type has been developed and the graphics and materials have been designed and produced
4. Workshops have been developed and any panel participants including high profile guest speakers have been identified and engaged
5. Booth draws/fundraisers have been developed
6. Goals for each show/event have been met
7. Staff has been trained
8. Show Results Reports have been received, reviewed and any unanswered questions have been answered
9. All follow-up with booth/workshop contacts has taken place

OVERALL PROJECT: For the Duration

### SKILLS/PEOPLE OR EQUIPMENT NEEDED TO ACCOMPLISH MISSION OF COMMITTEE

People with experience developing show/event presence, Message Development Committee, Public Relations Committee, graphic & video design team, people to staff booth who speak STR fluently (Speakers Bureau), people experienced working with booth design companies, people who are good listeners