



## WTLS Committee Guidelines

### **About:**

The West Texas Legislative Summit, hosted by the San Angelo Chamber of Commerce and cohosted by district, state, and federal representatives, is a dynamic annual event that serves as a vital forum, uniting hundreds of elected officials and business professionals from across West Texas. This event allows representatives to collectively address shared legislative priorities, strategically alternating its focus between a federally centered theme and a state centered theme each year. Attendees have the opportunity to engage with legislators, business leaders, panelists, sponsors, and colleagues. The Summit aims to tackle key issues and challenges specific to our region through panel discussions led by elected officials and industry experts. It stands as a collaborative effort to foster meaningful dialogue and address the pressing concerns of West Texas.

### **Purpose:**

The West Texas Legislative Summit (WTLS) committee is formed to bring together key Chamber staff, representatives from the offices of co-hosts, and select community members to plan and execute successful legislative summits. These guidelines aim to provide clarity on roles, responsibilities, and expectations for all committee members.

### **Confidentiality:**

*To maintain the integrity of the committee's work and foster an environment of trust and collaboration, it is imperative that all committee members adhere to strict confidentiality guidelines. Any information discussed during committee meetings or shared via email is considered confidential and should not be disclosed to anyone outside of the committee without explicit permission.*

1. Non-Disclosure of Information:
  - All discussions, decisions, documents, and information shared within the committee, whether during meetings or through electronic communication, are to be treated as confidential
  - Committee members are prohibited from disclosing any confidential information to individuals outside of the committee, including but not limited to colleagues, stakeholders, or the general public, without prior authorization
2. Handling of Sensitive Information:
  - Exercise caution when discussing sensitive or proprietary information during committee meetings or in written communication. Ensure that such information is not inadvertently disclosed to unauthorized parties
  - Committee members are responsible for safeguarding any sensitive data or proprietary information shared within the committee. Use secure communication channels and exercise discretion when handling electronic documents containing confidential information
3. Commitment to Trust and Integrity:
  - Uphold the principles of trust and integrity by maintaining confidentiality at all times. Any breach of confidentiality may have serious consequences and could undermine the effectiveness and credibility of the committee.



## WTLS Committee Guidelines

### Confidentiality Acknowledgment:

By participating in committee meetings and engaging in email communication, members implicitly acknowledge and agree to abide by these confidentiality guidelines. Any breach of confidentiality may result in disciplinary action as deemed appropriate by the committee leadership.

### Committee Structure:

The success of the Summit is attributed to the collaborative efforts of the WTLS Committee. WTLS committee members are determined by the Chamber and are comprised of key chamber staff, representatives from the offices of the co-hosts, and 1-2 hand selected community members.

The core group of the committee consists of key Chamber staff and co-host representatives and remains unchanged. While the core group remains consistent, community member representation may vary from year to year. The Chamber reserves the right to appoint new community members to the committee annually.

- **Chamber Key Staff:** Chamber President/CEO, Chamber VP of Events & Fundraising, and Chamber Marketing & Communication Director
- **Offices of Co-Hosts:** The representation of the co-hosts on the committee is determined by the current elected officials in our district, state, and federal offices. The representation of the offices on the committee typically are the regional and/or district directors
- **Community Members:** Community member selections are determined by the Chamber on an annual basis. Community members may serve for one year only or be re-selected for subsequent years based on Chamber discretion

### WTLS Community Member Selection Criteria:

Community members of the WTLS committee are appointed by the Chamber through a selection process, considering the following criteria:

- **Past Summit Experience:** Preference is given to individuals with prior experience participating in or contributing to the WTLS
- **Community Connectivity:** Committee members are expected to be well-connected within the community, fostering relationships and networks beneficial to the success of the event
- **Familiarity with Local Logistics:** Knowledge of internal local logistics is highly valued, as it ensures effective coordination and organization of the summit's logistical aspects



## WTLS Committee Guidelines

### Roles and Responsibilities:

**Chamber Staff:** The Chamber plays a pivotal role in orchestrating and executing the entire event, overseeing comprehensive event coordination, logistics, and communication. Key responsibilities include managing overall event planning, budgets, timelines, and resources, serving as the main point of contact for staff, committees, vendors, and participants. The Chamber also coordinates committee meetings, sponsorship packages, and benefits, while overseeing registration processes, name badge management, and volunteer coordination. Additionally, the Chamber ensures the success of panelists, sponsors, and stakeholders, while actively participating in marketing, social media management, graphic design, and maintaining consistent communication across various channels. The Chamber takes charge of program management, technology support, AV coordination, and post-event evaluations. Overall, the Chamber's efforts contribute to the seamless execution and success of the event at both the dinner reception and the main summit.

#### 1. President/CEO of the Chamber

- Ultimate arbiter and facilitator, responsible for all aspects of the event

#### 2. Vice President of Events:

- Create a detailed plan for both Summit events
  - Logistics management, including timelines, itineraries, budgets, and resources
  - Role coordination and creation of detailed instruction manuals for committee, volunteers, staff, and venue staff
  - Committee coordination, overseeing meetings, agendas, and efficient collaboration
  - Financial management, budget tracking, and accountability
  - Venue logistics, securing and managing event venues, coordinating setups
  - Sponsorship coordination, including package management, obtaining sponsors, issuing and collecting on invoices, communication, maintaining sponsor portals with details and deadlines, organizing visibility opportunities, and post-event surveys and evaluations
  - Sponsor communication includes instruction emails, access to sponsor portals, forms, registrations, and confirmations
  - Develops check in process and procedures for registration and name badge management, overseeing the process, accuracy, and on-site distribution
  - Volunteer coordination and schedule management
  - Panelist management, communication, logistics, and documentation. Including but not limited to preparing and disbursing invites, instruction emails, forms, registrations, registration confirmations, participation guides, and guidelines for the following: Legislator Panelists, Expert Panelists, Legislator Breakout Panelists, Expert Breakout Panelists, Moderators, Facilitators, Emcee, and Keynotes
  - Post-event evaluation, gathering feedback and identifying areas for improvement

## **WTLS Committee Guidelines**

- Responsible for overall coordination and execution of the event including
    - Overall aesthetic, decoration, design, entertainment, and layouts
    - Catering organization and services
    - Hire security personnel
    - Coordinating Transportation to and from venues
    - Main point of contact for all staff, committee members, vendors, panelists, sponsors, and participants
- 3. Communications & Marketing Director:**
- Marketing plan development and execution
  - Promotional activities, advertising, and materials management
  - Social media management, including post scheduling
  - Management of the event landing webpage and corresponding webpages throughout the event stages
  - Graphic design for promotional materials, signage, social media graphics, event program (print and digital), and event presentations
  - Communications coordination, both internal and external
  - Agenda development, program management, and script development and coordination
  - Technology and IT support coordination
  - AV coordination for audiovisual requirements
  - Public relations and media relations management, including but not limited to press releases
  - Photography and videography coordination
  - Sponsorship coordination for technology-related benefits
  - Logistical execution for digital advertising and signage
- 4. DMO:**
- Panelist accommodations coordination, handling hotel reservations
  - Printing supplies management and on-site badge printing coordination
  - Lodging logistics management for hotel bookings
- 5. Director of Operations:**
- CEU certifications program coordination, including communication, collaboration, form completion, and submission
  - Badge printing and distribution management, including data input, operation of printing equipment, and troubleshooting
- 6. Reception:**
- Texas State Directory database management, involving regular updates, online subscription renewal, and database comparisons



## WTLS Committee Guidelines

**Co-Host Representatives:** Co-host representatives serve as liaisons between the committee and their respective offices, facilitating communication and coordination throughout the planning process. They bring valuable insights and perspectives from their respective offices to ensure the Summit aligns with the priorities and objectives of the co-hosts.

While the committee collectively determines the program theme and panel topics, the ultimate decision rests with the co-hosts. The leadership role, however, shifts each year in accordance with the chosen theme. During a federal year, the congressman takes the lead, exerting more control over the theme and topics. Conversely, in a state-focused year, the district and state representatives assume leadership, wielding greater influence over the theme and topics. This strategic approach ensures a well-rounded exploration of legislative priorities, fostering meaningful discussions and connections within the West Texas community.

Co-host representatives are responsible for actively participating in committee meetings and discussions. They provide input on key decisions related to the Summit, and other relevant aspects including but not limited to the following:

### **1. Decision Making:**

- Determine the event date, Summit theme, topics, and speakers (including panel participants, moderators, keynotes, and emcee)
- Create the order of the agenda and panel names/titles

### **2. Communication and Information Relay:**

- Relay relevant information regarding speaker involvement to Chamber staff
- Provide necessary resources and information to Chamber staff
- Proofread all Summit materials provided by Chamber staff, including checking district numbers, names, spelling, and the order of events on the event program and agenda

### **3. Panel Management:**

- **Co-Host Invitations**
  - Oversee specific panels and select suitable panelists
  - Contact potential participants directly to explain the panel's focus and extend invitations
  - Ensure the entry of required information for invited panelists into the panelist tracker
  - Manage a shared document facilitating the tracking of invite statuses, excluding Chamber involvement
- **Tracking and Follow-up:**
  - Regularly update the panel tracker with designated panelist information
  - Follow up with designated Summit participants regarding any inaccurate information or missing items (e.g., information forms, reservation forms, bios, headshots)



## WTLS Committee Guidelines

- **Day of Event Duties:**
  - Main Program
    1. Act as the on-site contact for assigned panels
    2. Prepare the stage area for assigned panels before their scheduled start time, including placing name plates in agenda order and providing bottled water
    3. Before assigned panel sessions, meet with panelists in the greenroom, confirm everyone's presence, and direct panelists to their respective positions on stage
    4. After assigned panel sessions, guide all panelists off stage and escort them to the Newsroom for further arrangements
    5. The offices of the co-host must designate specific individuals for the role of "approver" during the Q&A portion of their respective panels
  - Breakout Sessions
    1. Act as the on-site contact for assigned breakout session moderator's
    2. Prepare table for assigned session before its scheduled start time, including placing name plates in agenda order and providing bottled water
    3. Before assigned sessions, meet with panelists in the lobby, confirm everyone's presence, and direct panelists to their respective locations
    4. The offices of the co-host must designate specific individuals for the role of "approver" during the Q&A portion of their respective sessions
  - Additional Security
    1. While the Chamber is responsible for hiring the overall security for the venue, any additional security requirements will be the responsibility of the offices of the cohosts to manage and implement



## WTLS Committee Guidelines

**Select Community Members:** Selections are subject to change each year and previous participation does not guarantee future involvement.

The Chamber retains the discretion to appoint new community members to the committee as needed.

### 1. Role-Specific Duties:

- Community members on the committee are assigned role-specific duties that directly address the needs of the Summit planning process, such as overseeing transportation logistics or providing insights on legislative topics
- These duties may vary based on the needs of the Summit planning process and the specific skills and experiences of each community member
- Community members are invited to participate in meetings where their input and contributions are most valuable
- Their participation in specific meetings is determined based on the relevance of the agenda items to their role-specific duties and expertise

### 2. Focused Contributions:

- Community members contribute focused expertise and perspectives to specific aspects of the event planning
- They remain responsive to the needs of the committee and the Chamber, offering their assistance wherever it can be most beneficial

### 3. Assistance to the Chamber:

- Community members actively assist the Chamber with various duties as needed
- They provide valuable support in areas where their skills and knowledge can make a meaningful impact on Summit planning and execution

### 4. Collaboration and Coordination:

- Community members collaborate closely with key Chamber staff and other committee members to ensure alignment with the summit's goals and objectives
- They participate in role-specific discussions and offer insights to enhance the overall quality of the event

### 5. Flexible Engagement:

- Community members are flexible in their engagement, adapting to changing priorities and requirements throughout the planning process

### 6. Contribution to Summit Success:

- Through their role-specific contributions and willingness to assist, community members play a vital role in the success of the West Texas Legislative Summit



## WTLS Committee Guidelines

### Communication Protocols:

#### Committee Communication Methods and Protocols:

*To ensure streamlined communication and effective coordination, it is imperative that all committee members adhere to the designated communication methods outlined below:*

**1. Email Communication:**

- All official communication related to committee duties, event updates, and important information must be conducted through the designated communications platform provided by the Chamber

**2. Avoiding Text Messages:**

- We urge committee members to avoid conveying any event-related information, updates, or inquiries via text messages to Chamber staff
- The use of text messages for committee-related communication is discouraged to maintain consistency and prevent information from being scattered across different staff members

**3. Utilizing Panelist Tracker:**

- For tracking panelists and related information, committee members are encouraged to utilize the designated platform provided for this purpose
- Avoid redundancy by consolidating all relevant information within the panelist tracker

**4. Communication Timing:**

- Committee members are advised to send communications well in advance, especially during busy event preparation phases, to allow Chamber staff sufficient time to process and respond

**5. Consistency and Accountability:**

- Consistent adherence to these communication methods is crucial for maintaining organized event planning
- Committee members are responsible for ensuring that all relevant information is communicated through the approved channels

## **WTLS Committee Guidelines**

### **Inclusive Email Communication:**

*To foster transparency, collaboration, and a comprehensive understanding of event-related developments, it is essential that all committee members adhere to the following guidelines when sending information via email:*

#### **1. Efficient Collaboration:**

- Inclusive email communication facilitates efficient collaboration, enabling all team members to contribute effectively to the planning and execution processes

#### **2. Recipient Inclusion:**

- When sending committee updates, event information, or relevant communications via email, it is mandatory to include key Chamber staff and regional directors in the distribution list
- **Emails from Community Members:**
  - Community members must include both key Chamber staff and Regional Directors in the distribution list for event-related emails, ensuring all key stakeholders within the Chamber are informed
- **Emails from the Chamber:**
  - Event-related emails from the Chamber must include Regional Directors
  - The inclusion of community members depends on the nature of the information being conveyed
- **Emails from Regional Directors:**
  - Similar to emails from the Chamber, emails from Regional Directors must include Key Chamber staff
  - The inclusion of community members depends on the nature of the information being conveyed

#### **3. Feedback:**

- Committee members are encouraged to provide feedback or seek clarification on any communication received to foster effective collaboration and understanding

#### **4. Consistency and Accountability:**

- Strict adherence to these communication protocols is crucial for maintaining consistency in updates and ensuring that the right information reaches the intended audience
- Committee members are accountable for regularly checking their emails and staying informed about the latest developments to contribute effectively to the success of the event



## WTLS Committee Guidelines

### Committee Updates and Event Information:

All event-related communications, including committee updates, calendar invites, meeting recaps, and important information, will be facilitated through established channels to maintain consistency and clarity.

#### 1. **Distribution:**

- **Recipients:** Limited to the committee members directly involved in the planning and execution of the event, including Key Chamber staff, Regional Directors, and hand-selected community members when relevant
- **Frequency:** Regular updates will be provided as needed, especially during critical planning phases or when key decisions are made
- **Method:** All updates will be communicated via the Chamber's designated communication platform to ensure a centralized and easily accessible channel for information dissemination

#### 2. **Responsibility of the Chamber:**

- The Chamber will take the lead in sending out communications to the designated recipients promptly
- Event updates and information will be conveyed comprehensively, ensuring committee members are well-informed and can actively contribute to the planning and execution processes

#### 3. **Committee Meetings:**

All official materials, including event updates, meeting recaps, and meeting agendas, will be disseminated exclusively through the designated Chamber communication channels. This ensures consistency, centralized information flow, and adherence to established communication protocols. Committee members are expected to rely on the provided channels for all relevant documents and updates related to the event planning process.

- **Meeting Agendas:** The Chamber is solely responsible for creating and distributing meeting agendas to maintain consistency, focus, and control over the meeting's direction
- **Committee Meetings:** The Chamber is responsible for leading and managing committee meetings, ensuring structure and focus to optimize efficiency, while encouraging active participation and collaboration among committee members
- **Meeting Recaps:** The Chamber is responsible for compiling and sending clear, concise meeting recaps summarizing key discussions, decisions, and action items through designated communication channels

## **WTLS Committee Guidelines**

### **Panel Process & Procedures:**

Given that the Chamber will need to coordinate with multiple panelists and collect various pieces of information for their participation in the legislative summit, it's crucial to have a streamlined process.

#### **Panel Structure**

- Panels are led by a combination of elected officials and industry experts
- To optimize space, manage hotel expenses, and ensure equal participation for all panelists, the number of panelists per panel is limited as follows:
  - 1 moderator
  - 4 panelists (at least 1 industry expert per panel)
  - Maximum of 3 secondary panelists per breakout session and 1 moderator
- **Panel Duration:**
  - All panels are scheduled for a 55-minute-long time slot
  - Each panel is sandwiched by a networking break
  - Stage re-set during networking breaks ensures a full 55-minute time slot for each panel
- **Content Allocation:**
  - Panel content should be delivered within a 45-minute timeframe
  - The remaining 10 minutes are reserved for approved questions from the audience

#### **Panelist Selection Process**

Panelists are primarily selected through invitation. The committee hand-selects both moderators and panelists based on their expertise, alignment with the conference theme, and potential contribution to the event.

- The office of the co-hosts is responsible for overseeing specific panels and selecting suitable panelists
- Co-host representatives reach out to potential participants directly to explain the focus of the panel and extend invitations
- A shared document between the offices of the co-hosts facilitates the tracking of invite statuses.  
*The Chamber is not directly involved in this phase of the process*



## WTLS Committee Guidelines

### Panelist Guidelines

- 1. Panelist Guideline Distribution:** Panel guidelines are prepared in advance and are sent out to panelists once all required items have been received and they have been registered for the event. These guidelines include essential information about their role, responsibilities, and other pertinent details necessary for their participation. This is also when they should be informed of their assigned moderators.
- 2. Moderator Guideline Preparation:** Guidelines are prepared for moderators, which include comprehensive information about their role, responsibilities, and access to panelist contact information. This proactive approach equips moderators with the necessary resources to facilitate smooth communication and coordination with panelists.
- 3. Moderator Selection Coordination:** The Chamber requests that moderators be selected prior to finalizing the panelist selection process. This ensures early coordination of information and allows panelists to be informed of their assigned moderators when guidelines are distributed.

## WTLS Committee Guidelines

**Position Title:** Moderator

**Staff Contact:** Tricia Peterson

**Co-host Contact:** TBD

### 1. Time Commitment

- **Prior to event:** Variable, depending on coordination needs and panelist input. Expect initial planning meetings and communication with panelists.
- **Day of event:** Full duration of the panel discussion, ensuring smooth facilitation and adherence to schedule.

### 2. Responsibilities

- **Prior to event:** Coordinate with panelists to develop questions and discussion points, establish the structure of the panel, and ensure alignment with event goals. Facilitate communication among panelists as needed.
- **Day of event:** Introduce panelists, moderate the discussion, manage time constraints, and foster an engaging and inclusive atmosphere.

### 3. Qualifications

- **Knowledge of topic:** Strong understanding of the subject matter to effectively guide discussions, address audience inquiries, and most importantly relate policy to industry
- **Well-connected:** Demonstrated ability to network and connect with relevant stakeholders in the field, facilitating access to diverse perspectives and resources.

**Position Title:** Panelist

**Staff Contact:** Tricia Peterson

**Co-Host Contact:** TBD

### 1. Time Commitment

- **Prior to event:** Participation in planning meetings, collaboration with the moderator and fellow panelists to shape discussion topics.
- **Day of event:** Full engagement during the panel discussion, including preparation and active participation.

### 2. Responsibilities

- **Prior to event:** Share viewpoints, concerns, policy suggestions, and relevant developments related to the topic. Collaborate with moderator and fellow panelists to ensure a comprehensive and diverse discussion.
- **Day of event:** Contribute insights and perspectives during the panel discussion, respond to questions, and engage with fellow panelists and audience members.

### 3. Qualifications

- **Knowledge of topic:** Demonstrated expertise or experience in the subject matter to contribute valuable insights and enrich the discussion.
- **Well-connected:** Ability to leverage professional networks and relationships to bring diverse viewpoints and resources to the discussion, enhancing the overall depth and breadth of the conversation.

## **WTLS Committee Guidelines**

### **Panelist Tracker**

The panelist tracker is a valuable platform for organizing, coordinating, and tracking the multitude of tasks associated with managing panelists for the West Texas Legislative Summit. It serves as a comprehensive tool for monitoring the progress of each panelist throughout the planning and execution phases of the event. This multifaceted approach enhances the committee's ability to track, communicate, and ensure the timely receipt of essential items from each panelist, contributing to the overall success of the Legislative Summit.

The primary purposes of the Panelist Tracker include:

1. **Collaboration:** The panelist tracker serves as a centralized hub for efficient collaboration among committee members, where information about panelists, their contact details, communication dates, deadlines, and the progress of various tasks can be accessed and updated by different team members
2. **Task Assignment:** The tracker assists in clearly assigning and managing responsibilities. It helps ensure that each team member knows their role and can manage the communication and information gathering process for the panelists
3. **Status Tracking:** One of the crucial functionalities of the tracker is its ability to provide real-time status tracking for each panelist. This includes communication milestones, the completion of required tasks, hotel booking information, and the receipt of essential items such as bios, headshots, and completed forms
4. **Communication Coordination:** By providing a centralized platform, the panelist tracker facilitates effective communication between the regional directors and the Chamber staff and serves as a reference point for signaling when a potential panelist is ready for the Chamber to initiate communication
  - **Information Management:** Each Co-Host office has a designated tab in the spreadsheet for their assigned panel, streamlining the entry and retrieval of vital information related to their panelists
  - **Incorporating Deadlines:** The tracker incorporates deadlines for the submission of items from panelists which are strategically set to align with the overall event timeline
  - **Follow-up Facilitation:** Co-Host representatives can easily identify missing information and follow up with their panelists as deadlines approach, ensuring a timely and complete collection of required items
5. **Visibility into the Planning Process:** Committee members can use the tracker to gain insights into the current stage of communication and coordination with each panelist. This visibility is crucial for keeping everyone informed and ensuring that tasks are progressing according to the established timeline



## WTLS Committee Guidelines

The Chamber assumes a pivotal role in overseeing the management and implementation of the Panelist Tracker, ensuring its effectiveness throughout the Summit planning process. This entails:

- Establishing guidelines for tracker utilization
- Providing training and support to committee members on tracker usage
- Monitoring the accuracy and completeness of tracker entries
- Addressing any technical issues or concerns related to the tracker's functionality

### ***Proposal Submission:***

Occasionally there are external requests for participation. The Chamber has implemented a web form submission system to facilitate this process. This system aims to centralize and streamline the review process for panel participation requests received.

The web form submission system is not publicly accessible and will be exclusively provided by the Chamber to interested parties upon request. This measure ensures a controlled and organized approach to panelist selection.

### *Submission Guidelines:*

#### **1. Web Form Submission:**

- Interested parties are required to submit a proposal through a designated web form to be considered
- Panel discussion topics for the current year will be listed and the applicant is required to select which topic aligns with their expertise
- The web form will collect essential information, including personal details, preferred panel topic, and professional expertise related to the panel topic

#### **2. Review by the Committee:**

- Once a form is submitted, it is automatically emailed to the selection committee for review
- Once a submission is received, the selection committee will review each proposal for relevance, expertise, and alignment with the conference theme

#### **3. Selection Criteria:**

- Proposals will be evaluated based on the clarity and significance of the panel topic, the expertise and experience of the proposed panelists, and their potential contribution to the overall conference objectives

#### **4. Notification Process:**

- Once the form is submitted, applicants will receive a confirmation email acknowledging receipt of their proposal and a disclaimer that we cannot guarantee that the proposal will be accepted
- Selected panelists will be notified via email within 7 days
- We do not guarantee that proposals will be accepted

### *Additional Notes:*

- The committee may request additional information or clarification during the review process



## WTLS Committee Guidelines

### **Panelist Communication Process:**

We aim to confirm our moderators and panelists at the earliest opportunity to allow them ample time for preparation. Considering potential delays, slower responses, incomplete forms, and the necessity for multiple follow-ups, it's crucial to establish contact swiftly.

The Chamber has a structured process in place to facilitate effective communication.

#### **1. Chamber Invitation:**

- **Purpose:**
  - Serves as the initial contact and invitation for panel participation
- **Process:**
  - The VP of Events sends a generic invitation email, signed by the President
  - Co-Host Representative overseeing the panelist will be carbon copied
  - VP records the date of the invitation in the panelist tracker
- **Invitation Acceptance:**
  - VP records the date once the invitation is accepted

#### **2. Panelist Information & Reservation Form Instructions:**

- **Purpose:**
  - Outlines required steps for panelist attendance and provides forms to collect essential information
- **Process:**
  - The VP sends Panelist Information & Reservation forms after the invitation is accepted
  - Co-Host representative overseeing the panelist will be carbon copied
  - Date sent is recorded in the panelist tracker
- **Form Submission:**
  - VP records dates in the tracker as the panelist submits required information
  - Registration information is used to register the panelist for the event
- **Materials Preparation:**
  - Communications Director transfers bio and headshot into event materials
  - DMO Sales manager uses hotel reservation form to confirm room booking
  - Hotel confirmation number is sent directly to panelists (with co-host representative CC'd), and the date is recorded in the panelist tracker

## **WTLS Committee Guidelines**

### **3. Registration Confirmation:**

- **Purpose:**
  - Confirms panelist registration and provides essential panel-related details
- **Process:**
  - VP sends registration confirmation details, Panelist Guidelines, and access to Panelist Portal
  - VP enters the date sent into the panelist tracker
- **Content:**
  - Panelist Guidelines provide details about their role, expectations, and event/panel logistics
  - Panelist Portal includes event information

### **4. Moderator Letters (send early July):**

- **Purpose:**
  - Provides moderators with necessary information for panel management
- **Process:**
  - VP sends moderator letters once all designated panelists' contact information is available
  - Date sent is recorded in the Panelist Tracker
- **Content:**
  - Contains essential details about their role and responsibilities along with contact details of their assigned panelists
- **Moderator Responsibilities:**
  - Moderators are responsible for guiding their panel's discussion and facilitating a productive exchange among panelists
  - The moderator will need to promptly contact their panelists to develop questions and discussion points
- **Early Preparation:**
  - Moderators need contact information for their panelists as early as possible to allow for sufficient preparation time

## WTLS Committee Guidelines

### Complimentary items:

The Chamber provides the following complimentary items according to their level of participation:

- **Elected Officials:**
  - Event Tickets
    - 2 Soiree Tickets
      - 1 ticket for the elected official
      - 1 ticket for their guest (either staff or spouse)
    - 2 Summit tickets
      - 1 ticket for the elected official
      - 1 ticket for their guest (either staff or spouse)
  - Hotel Rooms
    - 2 rooms for 1 night at the designated panelist hotel
      - 1 room for the elected official
      - 1 room for staff

***\*\*\*\*Note: Elected officials not serving on a panel are not eligible for complimentary tickets or hotel accommodations—no exceptions. \*\*\*\****

- **Industry Experts:**
  - Event Ticket
    - 1 Soiree ticket
    - 1 Summit ticket
  - Hotel Room
    - 1 room for 1 night at the designated Panelist hotel

## WTLS Committee Guidelines

### WTLS Venue Coordination

- Venue selection for both Summit events follows a collaborative process. While the committee provides valuable input the ultimate decision regarding venue selection rests with the Chamber.
- **Point of Contact (POC):** The Chamber serves as the primary point of contact (POC) for all matters related to Summit venues. Any necessary information concerning venue arrangements should be communicated through the Chamber
- **Responsibility of Chamber VP of Events:** The Vice President (VP) of Events at the Chamber holds the responsibility for overseeing venue coordination for the Summit. With a comprehensive understanding of the event's requirements, she ensures efficient communication with the venues. Her established processes guarantee smooth interactions and minimize potential issues
- **Importance of Streamlined Communication:** It is crucial to maintain clarity in communication channels to avoid confusion and streamline operations. Involving additional parties in venue-related discussions can complicate the process and lead to unnecessary delays
- **Communication Protocol:** If committee members believe that certain information should be relayed to the venues, they are required to discuss it with the VP of Events. Depending on the nature and significance of the information, the VP of Events will exercise discretion in determining whether it should be communicated to the venues
- **Guideline for Committee Members:** *Committee members are advised against independently communicating with the venues regarding Summit arrangements. All correspondence should be directed through the Chamber to ensure consistency and effectiveness in venue coordination*

### Financial Management and Accountability:

- **Financial Oversight:** The Chamber assumes full responsibility for the financial management, budget tracking, and accountability of the Summit. This encompasses all aspects of financial planning, monitoring, and disbursement to ensure the event's fiscal integrity
- **Invoice Handling and Expense Payment:** All invoices pertaining to the event, including but not limited to venue rentals, catering services, and logistical arrangements, are directed to the Chamber for payment. The Chamber is exclusively responsible for settling all expenses related to the conference
- **Income Management:** The Chamber exercises sole authority over the management of event-related income, including sponsorships and registration fees. This includes the negotiation, acquisition, and administration of sponsorship agreements, as well as the oversight of registration processes and revenue collection
- **Complimentary Items Allocation:** Complimentary items, such as event tickets and hotel accommodations, are allocated at the discretion of the Chamber. They determine the criteria for distributing complimentary items and select recipients based on strategic considerations and event objectives
- **Responsibility for Distribution:** The Chamber is tasked with managing the distribution of complimentary items, ensuring equitable and strategic allocation in alignment with the overall event strategy. This includes determining the quantity, recipients, and terms of complimentary offerings



## WTLS Committee Guidelines

### Press & Media Guidelines

All media outlets are requested to refer to the event as “The San Angelo Chamber of Commerce annual West Texas Legislative Summit” in all promotional materials, articles, interviews, social media content, and other forms of media coverage. Additionally, we kindly ask for recognition of our presenting sponsor in all communications related to the event.

- **Press Releases:**
  - The San Angelo Chamber of Commerce and offices of the Co-Hosts retain exclusive rights to distribute all press releases related to the West Texas Legislative Summit. We kindly request that no other local outlets issue press releases pertaining to this event.
  - Any press releases or media communications concerning Summit must be coordinated through the Chamber's communications department.
  - The office of the Co-Host, tasked with securing prominent speakers, will act as an intermediary between the Chamber and the chosen speakers to coordinate any announcements to the press regarding their involvement in the Summit.
  
- **Media Accreditation & Passes:**
  - Media outlets that wish to attend the Summit portion of the event should contact the Chamber’s Marketing & Communications Director following the media advisory for accreditation. Each accredited media outlet is limited to two (2) media passes per organization.
  - The Soiree that occurs the night before is not open to media coverage. The Chamber will ensure that media representatives are aware of this restriction.
  
- **Media Access:**
  - Media personnel will be provided with designated areas for coverage during the Summit, including interview spaces and designated viewing areas.
  - Access to certain sessions, speakers, or areas may be restricted or require special permission.
  
- **Interviews, Photography & Filming:**
  - Media outlets should coordinate directly with the offices of the participants to facilitate interview requests with speakers, panelists, and attendees.
  - Photography and videography for editorial purposes are allowed during the event. By registering for or attending this event, attendees acknowledge and consent to being recorded and/or photographed.
  
- **Social Media Coverage:**
  - Committee members are encouraged to share updates and highlights regarding the event on social media platforms.



## WTLS Committee Guidelines

- **Media Resources:**
  - The Chamber's Marketing & Communications Director should ensure that press kits, event schedules, speaker bios, and other relevant materials are available for media representatives upon accreditation.
- **Logo Usage:**
  - Our logo should be used in its original form without any alterations, distortions, or modifications. Please refrain from changing the design, color, proportions, or typography of the logo provided.
  - We reserve the right to review and approve the use of our logo in your promotional materials. We kindly ask that you submit proofs or mock-ups for any materials featuring our logo for our review before public distribution.
- **Compliance:**
  - All media representatives are expected to adhere to these guidelines to ensure a professional and respectful environment for all participants. Violations of these guidelines may result in revocation of accreditation and removal from the event premises.
  - Adherence to these guidelines is essential for maintaining consistent branding and identity for the event. It ensures clarity and recognition among attendees, sponsors, and the general public.
- **Contact Information:**
  - For inquiries regarding press and media coverage, please contact the Chamber's Marketing & Communications Director via email.