

## **PROGRAMS COMMITTEE**

### **A) TOPICS:**

Regionals should have at least one educational program (lecture, workshop, special tour, exhibit, etc.), and a National shall have a number of educational programs. In selecting programs, pay attention to the subject matter's appeal. Generally, equal time should be given to clock, watch and wrist-watch subjects. Other topics might include tools and their use, historical sketches of makers, items of a horological nature, etc.

### **SPEAKERS:**

Speakers may be supplied by the chapters or the general membership of the Association. Non-members may be used as speakers, particularly if they have expertise in a particular area. Excellent topics often relate to the exhibit theme. If New Haven Clocks are the subject of the exhibit, one of the programs might be "The History of the New Haven Clock Company." Programs can also consist of previously recorded programs and webinars available through the NAWCC.

### **DOOR PRIZES:**

Door prizes can be used to encourage program attendance. At the beginning of each program, distribute tickets to attendees and draw winners at the end. This encourages everyone to stay for the entire presentation. If there is a publication that coincides with the program subject, this is an excellent complement to the program.

### **MEET YOUR NATIONAL REPRESENTATIVE:**

The Program Committee may arrange for a "Meet Your National Representative" program. The National Representative and any other National Officers and Directors present may be invited to participate in an informal discussion at which NAWCC members may ask questions and make comments concerning the NAWCC. Whether this function is formally arranged or not, the National Representative should be available throughout the Regional Meeting to speak individually with members and address their concerns. A designated location, such as a table inside the Mart Room, may be made available as a point of contact for the National Representative.

### **PROGRAMS:**

Programs can demonstrate techniques involved in preservation and restoration of horological items (e.g., repairing, refinishing, dial restoration, reverse painting, wheel cutting, movement cleaning, bushing, etc.). Through these programs, members can learn new techniques or ways to improve their own skills. Programs are usually held during Mart hours but can be scheduled before or after the Event. Again, programs should be open to the public.

**SPEAKER HONORARIUMS:**

Speakers are usually offered a complimentary Registration Package as a courtesy and to offset expenses. Reimbursement of travel, lodging, and incidental expenses are optional and negotiable. However, to the extent possible and within budget limitations, effort should be made to get the best possible speakers, rather than the lowest cost. This will increase the stature of the Event and encourage greater attendance when properly promoted.

**AUDIO/VISUAL EQUIPMENT:**

Determine well in advance of the meeting any auxiliary equipment (laptop computer, projector, screen, pointer, public address system, etc.) required by speakers. If the speaker is bringing a laptop, be sure to confirm connectivity options needed are available for the projector. Equipment may be supplied by the facility, by the committee, or by the speaker. Be sure to discuss audio/visual needs at the time of facility contract negotiations. The Regional Meeting or National Event should furnish as much equipment as possible from its own sources (i.e., chapter inventory and/or individuals).

Agreements as to who supplies what should be made before the Event. Always have a backup projector on hand. Many facilities supply projection screens without charge. Some even supply projectors without charge.

Check the room before the program to see that chairs and equipment are in place. Water should be available for the speakers.

**DURATION:**

Advise the speaker of time limitations. Usually, a program of 30-50 minutes followed by a question-and-answer period is sufficient and well accepted by the audience. Allow about a half hour between presentations to permit attendees and speakers to clear the room for use by the next presenter.

**ANNOUNCEMENTS:**

The subject, name of speaker, a brief resume, time, and location should be printed in the program. Reminder announcements should be made throughout the meeting. Signs with the subject title and speaker name should be placed in appropriate locations.

**INTRODUCTIONS:**

The Chair or a member of the Program Committee should introduce the speaker and thank him at the conclusion of the program. Remind the audience to silence cell phones and inform them whether questions will be taken during or at the conclusion of the program. If the program or question-and-answer period goes on too long, the Chair should politely call for an end to the discussion or make arrangements for a continuation elsewhere.

**PUBLICITY & ADVERTISING:**

The Mart advertisements, registration form, and any other Regional promotional literature should contain the titles/subject matter of the programs, as well as names of the presenters. This will be an asset in attracting members to the Regional. Local media advertising is also important to bring in the general public.

Tips: Prior to the Event, opportunities to promote interest in attending Chapter meetings, Regionals, and/or Nationals can occur by:

- 1) Holding information meetings at civic meetings, schools, Lions Clubs, Rotary, Woman’s Clubs, etc. Individuals can also be encouraged to bring in family horological heirlooms to these events for a free evaluation.
- 2) Displays can also be set up in local libraries and surrounding areas. Arrangements should be handled months ahead of the event date. For example, some chapters have setup showcases with clocks, watches, books, and NAWCC pamphlets. These displays should also include an invitation to attend the National Convention, Regional Meeting, and Chapter meetings.
- 3) Press releases are an effective method to advertise with newspapers, radio stations, trade magazines, etc. Contact local TV news for potential interviews or the local NPR for an event announcement and/or interview. Also contact local auctioneers and estate sale companies, and provide Regional Event flyers and information about the NAWCC to them. Some may even advertise the Regional in an email blast to their customer base.
- 4) Consider distribution of a flyer designed to appeal to members of the public. These flyers should be as colorful and appealing as possible. Locations should include local antique malls, antique shops, gift shops, auction houses, other Regionals, local restaurants, etc. Be sure to provide contact details and information appropriate for the public who are likely not aware of the NAWCC. (See Advertising Responsibilities in this Appendix L. If employed, distributing flyers should be cost effective. Target locations should be nearby or “on your way.” Flyers in locations not associated with NAWCC activities generally do not net enough public attendees to be worth the effort expended.)

### **PROGRAM RECORDING:**

Discuss the program with the presenter well in advance to understand what visual aids or exhibits, or use of a laser pointer is planned. These are difficult to record. For important programs, consider hiring a professional who may record the presenter and then insert the visual slides afterwards as part of post-production editing.

If you have the skills, equipment, and budget, recording programs – with the speaker’s written permission – may be a possibility. Many Event programs are prime sources of material that can be recorded and made available to NAWCC members through the Library and Research Center.

Guidelines for Quality Recording:

1. Get permission from the speaker to record the presentation and make it available to the Library and Research Center.-
2. Use a tripod, preferably one designed for use with a recorder camera. It is virtually impossible to hand-hold a camera for an extended period of time, especially one of the very small cameras. Do not try to record a program using an unattended camera. The results are unsatisfactory.

3. Do not pan the camera unless there is a good reason to do so, such as to move from the speaker to a chart, displayed object, or projected slide, and then back again to the speaker. Likewise, do not zoom in or out unless there is a good reason to do so, such as to view an item close-up or to widen the shot back out to include the speaker. Excessive panning and zooming often makes amateur recordings unwatchable. If you do pan or zoom, be sure to stay on the target long enough for people to get a good look at it.
4. Speakers look best when they are shot from the waist up or in a head-and-shoulders view. Some amateurs mistakenly try to include too much in their shots, or alternatively, try to zoom in too tightly.
5. A very effective zoom technique is to (before the presentation begins) zoom the camera all the way in as far as it will go, frame up the speaker or the projection screen, and then adjust the focus for maximum sharpness. Then, do not touch the focus from that point on. Because you have set the focus for the closest shot, you will be able to remain in focus at most settings wider than that.
6. Use a lapel microphone that can be clipped onto the speaker's clothes. Locating the microphone on the speaker eliminates most extraneous sound, such as slide projector cooling fans and audience sounds. Microphones that can be connected directly or by Bluetooth into the camera are available in electronic supply stores at very reasonable prices.
7. If you are using a PA system, ask the facility to provide you with a feed from the PA system that can be plugged into the camcorder. It is best not to attempt to record sound using a microphone built into the camera itself.
8. Check the lighting in the room well before the presentation begins. Ensure there is adequate lighting on speakers during opening remarks. If the light washes out the image on a projection screen, you may wish to lower the room lighting level when the projector is used. If the light does not wash out the projected image, there is no advantage to dimming the light.
9. Zoom in on portions of projected images or displayed items when the speaker refers to a specific part of what is being discussed. This will give the viewer a much closer look. Remember to stay zoomed in long enough for a good look at the image.
10. Arrange a hand signal to ask the speaker to hold an object still. For example, you could tell the speaker before the presentation, "When I raise my hand, please just hold the object still so I can get a close up of it. When I point my finger toward you, please continue." This will allow you valuable extra time to get close ups of objects used in the presentation.
11. If you have editing capabilities, you may wish to shoot these close ups after the presentation and edit them into the presentation later.
12. Slides: If the speaker is using slides or a PowerPoint<sup>®</sup>-type presentation, ask if you can borrow the slides or have a copy of the electronic slide show. You may be able to add these images – in much higher quality – during the editing process, which can greatly enhance the effectiveness of the final recording.

13. **Monitor:** If possible, use a small color monitor during recording. This gives a much better view of what's being recorded. In-camera monitors are rarely in color and often too small to be effective.
14. **Plan Ahead:** Set up and check your equipment before the actual recording. A defective tape, dead battery, poor electrical connection, or improper camera setting can cause you to miss a presentation.
15. **Spares:** Always carry spare recording supplies and equipment.

## EXHIBIT COMMITTEE

### **THEME:**

An exhibit is a necessary component of a National Convention, and may be provided as an educational activity at a Regional Meeting. The Exhibit Committee may choose a theme for the Exhibit (e.g., Seth Thomas clocks, Waltham watches, etc.) or may have a general exhibit. The theme may also be the topic of one or more programs. This requires close coordination with the Program Chair. A best practice is to have an exhibit that will appeal to both clock and watch / wristwatch members.

### **INSURANCE:**

Exhibit insurance is required by NAWCC for exhibits at National Conventions, and strongly recommended for Regional Meetings. Exhibit insurance is available through the NAWCC Controller. All persons planning to loan items for exhibits should complete a copy of the “Temporary Exhibit Loan Form,” which should be reviewed by the Exhibit Chair. The form is found in CCP Appendix G. Exhibit Chair or General Chair should use these forms to determine the total Exhibit Insurance needed either from NAWCC’s provider or a local insurance broker so the insurance can be put in place prior to accepting items. The dates that coverage will need to be in effect and the total value of loaned items are needed to provide the cost of coverage.

### **MEMBER SUBMISSIONS:**

Each contributor must complete a Temporary Exhibit Loan Form describing each item, maker, condition, and value. The form should be countersigned by the Exhibit Chair and the contributor at the time of placing in the Exhibit and also countersigned by the Exhibit Chair and the contributor at the time of retrieving from the Exhibit. Photograph each Exhibit item to avoid any disputes or facilitate the recovery of stolen items.

Special auxiliary equipment necessary to display the item (stand, case, etc.) and whether this will be supplied by the exhibitor or by the Exhibit Committee should be stated on the form. Use information from the form to make identification cards.

Tips: Consult with all owners of exhibit pieces to make sure they are comfortable with how the item will be displayed, exhibit security, prevention of handling of items by attendees, the method that the item will be secured (e.g., to a wall) if applicable, etc. Locked display cases for smaller items including watches and wrist watches should be used. Some chapters have constructed two-sided watch cases made of Plexiglas sides with lighting incorporated into the case. Select the location for the Exhibit with security, good lighting and access to the public in mind.

If Exhibit Insurance will not be provided in an amount to cover the loaned item values, the individuals loaning items to the Exhibit must be notified and consideration given to asking them to sign a waiver. An example waiver is found in Regional Meeting Guide Appendix Q.

**EXHIBIT SCHEDULE:**

Exhibitors should be advised of setup and breakdown times, so they can arrange to have their exhibit items only when security is available. Early removal of exhibit items is discouraged.

**EXHIBIT ROOM:**

The Exhibit Room should be close to the Mart to encourage attendance and participation. Successful exhibits have also been set up inside the Mart Room with an appropriate separate entrance and restricted access to the Mart area itself.

The facility may be able to make suggestions for the arrangement of the room based on their experience with other exhibits. The services of a company specializing in exhibits and displays may be used; however, this may be expensive. It may be necessary to rent special aids from such a company, although committee or chapter members often can assist by making special stands, etc. The Exhibit should be attractive and well lighted. The room should allow ample space for viewers. Avoid placing items in bright sunlight. Use tablecloths and skirts on tables. Use backdrops, special stands, cases, pegboard, etc., where applicable.

Item Identification Cards: Make up an identification card giving:

- 1) Type of Item
- 2) Maker's Name
- 3) Date Made
- 4) Special Characteristics of the Item
- 5) No reference should be made to the owner or value of the items.
- 6) Cardstock may be used for the identification cards. The description should be printed on the card. Place the card beside or on the item.

With today's modern computer printers, you will find that office supply stores stock special materials, usually found in the "Labels" section of the store, ideally suited for such displays. These may be in the form of sheets of "tent cards" that can be printed, and then folded so that they will stand up on their own in front of the item. Be sure to select a computer font size large enough for easy reading by viewers at the distance they will be standing from the object. Upper/lower case in a bold face is generally more readable.

A poster acknowledging the names of those persons contributing to the Exhibit may be placed in the Exhibit Room.

Tips: Supplies needed may include tape (masking, duct, packing), cutting knife, razor blades, scissors, x-acto knife, ruler, tape measure, level, hammer, screwdrivers, screws and nails, wire hangers, staple gun and staples.

**EXHIBIT BROCHURE:**

Consider printing a brochure describing the Exhibit items. You can include the brochure in the Registration Package or distribute it at the entrance to the Exhibit.

**EXHIBIT SECURITY:**

The Exhibit Committee, in collaboration with the General Chair, Mart Chair, and Auction Chair, should coordinate with the Security Chair for 24-hour security (as needed) for the Exhibit beginning at setup time and continuing through breakdown. The number and type (Security Committee members, armed police, etc.) of guards required will depend on the size of the Exhibit and layout of the room (number of entrances, etc.) and insurance requirements.

All access or service doors to the Exhibit room must be securely locked when the exhibit is closed. Depending on the limited level of access provided by the locked doors, the locked doors may be sufficient for protection of the artifacts while the Exhibit is closed. A room attendant or guard should be stationed at each entrance when the Exhibit is open. Housekeeping personnel should be allowed in the Exhibit room under supervision. The Exhibit Committee should pick up any litter and see that trash receptacles are emptied daily. Ropes or other dividers should be used to separate the tables from the traffic pattern. Rope and stanchion devices are usually available from most facilities. “Please Do Not Touch” signs should be placed throughout the Exhibit. Make sure exhibit displays are safe and securely fastened to the wall or table if appropriate.

All small items (e.g., watches, carriage clocks, etc.) should be in locked display cases.

**PUBLIC ACCESS:**

The Exhibit room should be set up for public access. This allows the general public to see the Exhibit. If the exhibit is in the Mart room, there must be provisions to keep the public separate from the Mart area. However, full visibility of the Mart from the Exhibit may help entice new NAWCC members. If Public Day is offered, attendees have Mart access.

Publish information on the Exhibit in local media to encourage the public to attend. Place applications to join the NAWCC and local chapters near the Exhibit entrance.

**WALKING TOURS:**

An Exhibit walk-through presentation may be made during the Event. One or more members who are knowledgeable about the Exhibit can conduct a “walking tour,” giving history and background information of Exhibit items.

List the times of these presentations in the Event program, announce them over the speaker system in the Mart room, and publish them in local media to attract the general public.

The Exhibit Committee may record the Exhibit walking tours for the NAWCC Program Library. The most effective way to accomplish this would be to record the sound portion of the presentation of the walking tour guide and then edit in shots of the individual items in the Exhibit. Trying to record an actual walking tour as it takes place is not likely to be successful.

**EXHIBIT SIGNAGE:**

Appropriate signs should be placed at the Exhibit entrance stating the theme of the Exhibit and its hours. Be sure to post the times of the special walking tours as well. A poster acknowledging the names of those persons contributing to the Exhibit may be placed in the Exhibit Room.

## ADVERTISING COMMITTEE

The Advertising Committee is responsible for promoting the Regional Meeting or National Convention. This outreach relates to NAWCC members and the General Public. NAWCC members can be aware of the Event by using NAWCC resources. Advertising to the General Public informs of the Event Programs and the Exhibit, which are at no-charge, in furtherance of the educational aspect of the tax-exempt status of the NAWCC. Thus, even if no Public Day is contemplated, this advertising should be considered. The goal is acquiring new Introductory Membership walk-ins. These memberships should be emphasized when advertising to the general public. Remember to say that membership is required and provide cost details.

### NAWCC-RELATED ADVERTISING

*Dates to Remember:* Beginning approximately one year prior to the Regional or National, information including the Event name, date, convention facility name and city, and Host and Co-Host Chapters will automatically be published in the “Dates to Remember” section of the *Mart & Highlights*. To ensure information is correct, verify with the National NAWCC Publication Department.

*NAWCC Chapter Events:* The section “NAWCC Chapter Events,” of the *Mart & Highlights* can be used to discuss special events associated with a Regional Meeting. Contact the NAWCC editorial staff to determine qualifications, availability, deadlines, and procedures.

*Articles in NAWCC publications:* After a Regional Meeting or National Convention, it may be possible to publish an article describing the Event. This can be used to stimulate attendance at future events.

*Internet Marketing Opportunities:* The NAWCC will place a notice about your Event on the NAWCC website. Consider using the NAWCC Facebook page and other NAWCC social media sites.

You can also promote your Event if your chapter has a website, a Facebook page, a Twitter account, etc. Be sure your Chapter’s website includes a link to these social media websites. Consider posting pictures of past Events on a Pinterest page or create a blog on Tumblr about your meeting. Be sure to track what works and what doesn’t, because this will be very helpful in planning promotion for future events.

*NAWCC Forums:* Post notices of your Regional Meeting or National Convention on the NAWCC Forums. Several thousand Forum Members participate in these online discussions. You should have at least two postings: one in the NAWCC Members Only section and one for General Forum participants. Consult the Forum Administrator for more information.

*Advertising in the Mart & Highlights:* No other medium will generate as much NAWCC member attendance than advertising in the *Mart & Highlights*. The *Mart & Highlights* offers special rates for NAWCC Event advertising and is a very effective and inexpensive way to notify prospective attendees. The *Mart & Highlights* contains information about rates, technical information about ad formats, and deadlines. Consult the most recent *Mart & Highlights* for guidelines for your ad.

Various Regional Meetings and National Conventions take out a full-page ad and/or a half-page ad. The ad should contain the Event's registration form. Prospective attendees can literally tear out the ad, fill it in, and mail it with their payment.

If you have sufficient budget, consider two ads. Generally, the primary ad should be placed in the issue of the *Mart & Highlights* that appears four to six months before the event. This provides time to plan and make travel arrangements.

Additional ads can serve as a reminder. It may be smaller than the primary ad and include a reference to it, such as, "See our BIG ad in the [month] *Mart & Highlights!*"

*United States Postal Service:* If the NAWCC computer registration program has been previously used, mailing labels can be generated from the previous attendee list.

NAWCC Member Services can also provide member mailing labels for specified ZIP codes near your Regional Meeting location at a nominal cost. This reaches NAWCC members who may not belong to local chapters.

Generally, four sheets (printed on both sides) of ordinary letter size (8-1/2" x 11") paper, a #10 business envelope (4" x 9-1/2"), a mailing label, and postage will weigh just under one ounce. This provides ample room for information about a Regional Meeting. Alternatively, make up a sample mail piece, and then ask the post office to tell you the needed amount of postage.

NAWCC Member Services may be able to assist with bulk mailings. The Event will be required to pay for the mailing, but potential savings can be realized. Ask the NAWCC Member Services Manager for details. (Obtaining your own bulk mail permit is rarely economical unless you do frequent large mailings. The post office can provide information and details, or consult <https://usps.com>.)

*Email Blast:* The NAWCC, at no charge, can be used for distributing an email notice to every NAWCC member for Nationals, and for those members in your geographic area for Regionals (for Regional Meetings, also consider members of chapters that adjoin your chapter).

*Online Registration:* Attendees may pre-register online and pay fees with credit cards if this NAWCC service is utilized. Contact NAWCC Member Services for details.

Also, it may be possible for you to add an online registration system to your own website, using a service such as PayPal<sup>®</sup> to handle payments and credit cards. If you accept credit card payments, be aware that the credit card processor will deduct a small fee for handling payments and any refunds that might become necessary. You may impose a surcharge to cover fees, but be mindful that attendees will dislike having to pay extra fees. Consider creating a “fillable” PDF form that allows prospective attendees to fill in registration forms on their computers, and then print them for mailing. This is a great way to improve the legibility of the registration forms you receive.

*Promotion at Other NAWCC Events:* Print extra registration forms of your ad that appeared in the *Mart & Highlights*. Distribute them at *other* Events. You might even consider having a table at nearby Regional Meetings, where you can distribute information about your Regional or National Event – and even pre-register attendees.

*Chapter Newsletters:* Ask Co-Host Chapters as well as other nearby chapters to place a notice of your Event in their newsletters and a link on their website.

## **ALL OTHER ADVERTISING**

*Direct Mail:* If this Event has been held before, send letters to previous attendees as a way generate attendance. Past registration records can provide contact information for these people. They are some of the very best prospects for your event. It is a good idea to go back at least two years. If you notify only last year’s attendees, you may miss some who attended in the past but missed last year’s meeting. As much as possible, personalize when you write to the prospective attendee.

*Local Media:* The local Convention and Visitors Bureau can often assist you in contacting media for free publicity. “Weekend Events” sections in newspapers and “Calendars” on radio offer excellent publicity opportunities. Local radio shows often have large audiences during morning and evening commutes.

*Local Business Establishments:* Display membership applications, information on the Event, and registration forms at local antique shops, etc., if deemed cost effective.

*Local Attractions:* If your destination has tourist attractions, consider including pamphlets from the local Convention and Visitors Bureau in any mailing (include these when weighing the mail piece). This information can provide incentives for members to bring their families. You might also include a list of local antique shops and malls, because many watch and clock collectors are also interested in other antiques.

## **NEWS MEDIA GUIDELINES**

The NAWCC Publications department may be contacted for assistance in preparing press releases and contacting local media. Refer to the NAWCC website for suggestions on working with your local media. Before the Event, contact local television and newspapers for feature articles or interviews. Offer to show several items from the Exhibit and explain them in an interview.

Members of the press, radio, television, etc., should be encouraged to visit the exhibits and programs, accompanied by the Advertising Committee. Members of the media may also be admitted to the Mart and Auction rooms as “Escorted Visitors” and should be accompanied at all times by a member of the host/co-host chapter.

In discussions with the media, emphasize that as a not-for-profit educational and scientific organization, the NAWCC welcomes the general public to attend the exhibit and programs held in conjunction with the Event. Inform the media that while access to the Mart is limited to authorized attendees, membership in the NAWCC is available at the event, including low-cost Introductory Membership for those who want to experience full NAWCC benefits on a trial basis.