

Section VII – Region Seminar Public Relations

A. Seminar Public Relations Chairman - Job Description

1. Works within the budget provided by the seminar committee, making timely reports to seminar chairman and seminar treasurer.
2. Prepares publicity releases.
3. Arranges photographic coverage of the seminar and is responsible for providing appropriate photographs, properly identified and dated, to the RMR historian.
4. Coordinates approved sales projects.
5. Coordinates the design and stitching of seminar nametags.
6. Oversees the signs needed at the site and the printing of the class participation certificates.
7. Submits final job report (Section IX-A), including copies of all publicity releases, to seminar chairman within 60 days of close of seminar.

B. General Public Relations Concerns

1. Seminar Theme

Most seminars find it helpful to select a seminar “theme”. This theme can be used in designing a seminar logo which must include the EGA logo . The EGA logo is considered to be either the entire name (The Embroiderers’ Guild of America, Inc.), EGA or the circular EGA logo. Once the seminar logo is designed, it must be submitted to the EGA Products Design and Sales Committee for approval. When approval is received, this logo can then be used on stationery and with publicity for the seminar.

2. Publicity

- A. Determine what type of publicity is desired for the seminar – in local, regional or national publications or on the internet. Be aware of deadlines for the various publications.
- B. Plan for follow-up announcements.
- C. Make good use of Convention and Visitors Bureau staff for contacting local media.
- D. All news releases should be brief, concise, and informative: WHO, WHAT, WHERE and WHEN. Also include the following statement: “For further information contact: Name, address, telephone number, e-mail address.”
- E. All releases should be submitted to the seminar chairman for approval prior to release.
- F. At the prior years’ retreat and/or seminar arrange to distribute special “tokens” inviting everyone to your seminar.
- G. Arrange for a photographer to take pictures during seminar for the host unit’s scrapbook as well as the region historian.

3. Promotional Sales

Some seminar committees choose to offer seminar-related items for sale, whether at Merchandise Night or other time. Any sales item utilizing the EGA logo must be approved in advance by the EGA Product Design and Sales Committee.

4. Nametags

- A. Nametags may be planned by the seminar committee or participants may be requested to bring their own.
- B. Design nametags using the seminar theme for the following:
 1. Faculty
 2. Visiting national president, region director
 3. Seminar committee members
 4. Region board of directors
 5. Participants

NOTE: If a large number of nametags are being made, i.e. for all individuals listed above, it is wise to have the nametags prepared before registration begins so that only names need to be added before the seminar begins.

- C. Purchase materials needed to construct nametags; kit them and distribute to volunteers to complete stitching. Give a completion date (generally weeks before seminar).
- D. Coordinate with dean of faculty for names of teachers; seminar chairman for names of committee members, national president and region director; and the registrar for registrants.

- E. Send nametags to dean of faculty to give to teachers; to the registrar for the others so that they may be placed in the registration envelopes.
- F. Arrange to be at the registration table to correct any misspellings.

5. Seminar Signs and Certificates

- A. Signs are needed for many different functions and areas during a seminar. Most seminars find it helpful to arrange for a single person or committee to handle the making of all signs to ensure uniformity. Always check with the site contact about the use of signs and who makes them.
- B. The sign committee chairman will check with each committee for sign needs.
- C. Seminars may issue certificates to the participants at the end of class. Signature of the region director and the seminar chairman can be placed on the certificate before it is copied. Participants' names are put on for each class and signed by the teachers.
- D. Many seminars also design and issue a different certificate to the teachers, indicating a formal thank you for teaching at the seminar.
- E. If any design other than the seminar logo is used on the certificates, prior written approval is required from the EGA Product Design and Sales Committee.

C. Seminar Brochure Chairman – Job Description

- A. Works within budget provided by the seminar committee making timely reports to seminar chairman and seminar treasurer.
- B. Working with the seminar chairman and the registrar, develops a brochure timeline working backward from known deadlines. The timeline is to be distributed to all seminar chairmen. **Deadlines are not optional!**
- C. Obtains quotes for brochure printing from three sources based on previous brochures or mockup.
- D. Collects material for brochure from respective chairmen. Make sure that the registrar's name, address and phone number are placed in the brochure proper as well as on the registration form.
- E. Edits class descriptions provided by teachers to dean of faculty to fit space. Through the dean of faculty, submits copy of descriptions and resumes to faculty for verification of accuracy.
- F. Coordinates with dean of faculty to obtain photographs of class pieces.
- G. Prepares brochure mock-up, having brochure copy proofread by at least two others. Ideally one should not be familiar with the contents, and one should be able to ensure style consistency.
- H. Proofreads print copy, making needed corrections. Proof copy is sent to the seminar chairman and the assistant region director for approval before final printing.
- I. Takes brochure to printer who was selected on the basis of job quality and price.
- J. Distributes brochure by first class mail to region members, being sure that all plural members, national board members, and members-at-large in the region receive a copy. Mailing labels are obtained from the EGA administrator and need to be requested at least one month prior to mailing.
- K. Prepares final job report (Section IX-A) to be sent to the seminar chairman within 60 days of close of seminar.

D. Information for the Brochure

The brochure is the first impression most region members will have of the seminar. The brochure should be attractive and clearly written. The brochure is needed to “sell” the seminar. Make the information exciting and the classes desirable.

Include the following:

1. Attractive cover with logo, theme, dates and place prominently displayed.
2. Schedule of activities (don't neglect the executive and region board meetings or Prospectors exhibit and Prospectors meeting).
3. Welcome letters from region director and seminar chairman.
4. Any special activities and general information about the site, boutique/bookstore, exhibits.
5. Clear photographs and course descriptions, including kit costs and biographies of teachers.
6. Registration Information. Be clear what is included in the registration fee.
7. Registration Deadlines, cancellation/refund policy.
8. Registration form with name, mailing address, e-mail address, class preferences, emergency contact number, release and signature, fee outline, special needs such as mobility and dietary; name, e-mail and mailing address of registrar; and deadlines.

E. Seminar Participants' Handbook Chairman – Job Description

1. Works within budget, making timely reports to seminar chairman and seminar treasurer.
2. Obtains price quotes from three printing sources based on previous handbook size and style.
3. Collects information from registrar and appropriate chairmen to be included in participants' handbook. The handbook should contain:
 - a. Front cover with logo, theme, date and place prominently displayed.
 - b. Schedule listing all activities, times and locations.
 - c. Welcome letters from region director and seminar chairman.
 - d. Information regarding site (perhaps including a map), boutique/bookstore, exhibits
 - e. List of faculty members and their class title, mailing address, phone number, and email address.
 - f. List of registrants and their mailing address, phone number, e-mail, and class assignment.
 - g. If participants are responsible for some meals on their own, a list of nearby restaurants.
 - h. Information about the area, other sites to see.
4. Arranges for printing and binding of handbook.
5. Obtains local advertising, if desired.
6. Prepares and edits final copy which needs to be approved by the seminar chairman and assistant region director before handbooks are published.
7. Coordinates notebook distribution with registrar.
8. Prepares final job report (Section IX-A) to be sent to seminar chairman within 60 days of close of seminar.

NOTE: The mock-up should be proofread by two people other than the handbook chairman before being approved by seminar chairman and assistant region director.