

High-Level Responsibility

DeMarse can be asked to manage key event logistics for our HFMA chapter, supporting the planning process, and handling technical planning factors. **DeMarse responsibilities are in blue | Committee responsibilities are in orange.**

OVERALL		2-DAY EVENT		1-DAY EVENT
Planning Management	Chapter leadership meetings if invited, + Mini-LTC planning assist	Attend chapter leadership meetings, provide event planning updates, participate on specific committees	Timeline, planning meetings, task list, projected budget & actuals, pre-conference management	Scheduling & joining planning meetings, choosing theme & location, providing ideas, owning task list, schedule, and budget impacts
	Meeting attendance as invited, email support as needed.	Attend chapter leadership meetings, provide event planning updates, participate on specific committees	Hotel, RFP & negotiations, A/V, food pricing & coordination, setup confirmation & monitoring	Volunteering as needed day of the event to support MCing, charity event, and event transitions.
Marketing	Website updates, populate and schedule weekly e-blasts, 10 hours design	Share chapter event posts through social media, share upcoming events and chapter opportunities with your network.	Theme materials, email campaign, flyers, social media, signage, sponsor materials, app	Reviewing materials for accuracy, sharing out event materials and posts through social media and your network
Speaker Management			Manage speaker contact/materials, send <i>Know Before You Go</i> , help determine MCs and thank yous	Speaker suggestions, initial speaker outreach to transition to DeMarse, assist with speaker thank yous at event
			Manage speaker contact/materials, send <i>Know Before You Go</i> , help determine MCs and thank yous	Manage speaker contact/materials, send <i>Know Before You Go</i> , help determine MCs and thank yous
Registration & Sponsor Support	Invoice/renew sponsorships, maintain sponsor/benefit list, coordinate with sponsors, update sponsor pages	Maintain relationship contacts with sponsor organizations, coordinate with DeMarse for sponsor first options in event planning	Market event registration through social media, confirm registrations & codes with DeMarse, review DeMarse reports	Market event registration through social media, confirm registrations & codes with DeMarse, review DeMarse reports

For a detailed look at ownership of each planning checklist item, refer to the *Pre/Post Conference Planning Checklist tool*.

For the full DeMarse contract details, reach out to the Greater Heartland chapter president or DeMarse.