



# ICSC **GENERATION**

## PROGRAM CO-CHAIR POSITION

ICSC highly recommends having two Program Co-Chairs for every committee, as this helps ensure succession planning and lessens the load on any one person.

Program Planning Committees help shape the subject matter of ICSC's meetings. They are responsible for planning the program content for all Next Generation Programs, Receptions, Workshops, and Conferences.

The Program Co-Chair position is particularly crucial in that this person or persons are relied upon to organize committee meetings 4-6 times per year (either in person or via conference call) with the entire Program Planning Committee to coordinate efforts within the state or province.

Some of the duties of the Program Co-Chairs include

- Recruiting, cultivating, and orientating new volunteers to the Program Planning Committee
- Serving as the main point of contact in communications with ICSC staff and your State/Provincial Next Generation Chair
- Delegating responsibilities among committee members to organize the overall program.

This includes but is not limited to:

- Brainstorming venue considerations with your committee and providing two or more selections to the ICSC Project Manager coordinating your event details
- Recommending topics and speakers for consideration, and coordinating outreach efforts in conjunction with ICSC Staff
- Soliciting and securing sponsorship for your event based on the budget proposed by the ICSC Project Manager
- Coordinating with ICSC to market and publicize the event among your local constituents
- Ensuring timely submission of copy for meeting brochures (i.e. date/venue details, event summary, speakers' names and titles, and Program Planning Committee members)
- Assisting in planning social programs and networking activities with prior instruction and approval from ICSC
- Assisting in coordinating the Next Generation presence at your local ICSC Conference or Idea Exchange
- Ensuring ICSC policies and procedures are upheld



# ICSC **GENERATION** NEXT

## PROGRAM PLANNING TIMELINE

Task	Timeline	Responsibility
Determine Date and Location	10 – 12 Weeks Out	Program Chair/ICSC Project Manager
Determine Topic and Speaker(s)	8 – 10 Weeks Out	Program Chair
Contract Facility	8 – 10 Weeks Out	ICSC Project Manager
Send Program Flyer & Sponsorship Info (Logo + Payment) to ICSC	8 Weeks Out	Program Chair
Contract signed & event posted online	6 – 8 Weeks Out	ICSC Project Manager
ICSC E-Mail/Social Media Blasts & Committee Local Marketing Begins	6 Weeks Out	ICSC Project Manager Program Chair/Local Committee
Follow-Up Marketing	4 – 6 Weeks Out	ICSC Project Manager
Plan All Meeting Logistics	2 – 4 Weeks Out	ICSC Project Manager

## ICSC SENIOR PROJECT MANAGER CONTACTS

Region	ICSC Senior Project Manager	Contact Information
Canadian	Kyle Tomlin	+1 416 486 4511 or <a href="mailto:ktomlin@icsc.org">ktomlin@icsc.org</a>
Eastern	Bill Taylor	+1 646 728 3641 or <a href="mailto:wtaylor@icsc.org">wtaylor@icsc.org</a>
Central	Kurt Wallin	+1 646 728 3467 or <a href="mailto:kwallin@icsc.org">kwallin@icsc.org</a>
Southern	Christabelle Flanhardt	+1 646 728 3638 or <a href="mailto:cflanhardt@icsc.org">cflanhardt@icsc.org</a>
Western	Casey Adams	+ 1 949 224 3830 or <a href="mailto:cadams@icsc.org">cadams@icsc.org</a>

Contact **both** ICSC's Next Generation Associate and the Senior Project Manager for your region 10-12 weeks prior to the desired date and location for your Next Generation Program. The Senior Project Manager for your region will assign a specific Project Manager to your Committee to assist you in planning your Next Generation event.

\*Please note these guidelines should be adhered to at all times, unless your State/Provincial Director has his/her own guidelines in place. For all general inquires, please contact the ICSC Next Generation Associate:

**Michelle Silsbe**  
 Next Generation Associate  
 International Council of Shopping Centers  
 1221 Avenue of Americas - 41st Floor  
 New York, NY 10020  
 Direct: +1 646 728 3648  
 Fax: +1 732 694 1683  
 Email: [msilsbe@icsc.org](mailto:msilsbe@icsc.org)



# ICSC **GENERATION** NEXT

## PROGRAM PLANNING GUIDELINES

Program Planning Committees help shape the subject matter of ICSC's meetings. They are responsible for planning the program content for all Next Generation Programs, Receptions, Workshops, and Conferences.

### ■ **Role of Program Planning Committees**

In addition to planning the content of ICSC meetings, Program Planning Committees are responsible for:

- Meeting 4-6 times a year (either in person or via conference call) to coordinate efforts within the state or province.
- Organizing the overall program including recommending topics and speakers. (Please note: All speakers must be approved by ICSC staff before invitations can be issued. All speaker contracts are negotiated and signed by ICSC).
- Ensuring timely submission of copy for meeting brochures and adhering to other deadlines.
- Assisting in planning social programs and networking activities (such as golf and tennis) with prior instruction and approval from ICSC.
- Coordinating with ICSC's Public Relations Department to publicize the meeting.
- Working closely with ICSC Staff.
- Ensuring ICSC policies and procedures are upheld.

### ■ **Role of ICSC Staff**

While committees are responsible for the content of a meeting or program, ICSC Meetings Staff is responsible for all other meeting logistics and budgetary procedures including:

- Preparing meeting budgets and setting fees.
- Selection of meeting facilities.
- Negotiating contracts with hotels, speakers and other service providers.
- Creating and producing promotional materials.
- Handling advance and on-site registration.
- Managing all funds.
- Arranging the meeting facility, including catering, AV, signage and set-up.

In addition, your ICSC Project Manager is willing and able to provide you with suggestions for program topics and/or speakers, and assisting you to plan programs if necessary.

Recognizing your role as a volunteer, the goal of the ICSC Meetings Staff is to make your job as easy, enjoyable and rewarding as possible. Please contact them at any time for assistance.



# ICSC **GENERATION**

## BEST PRACTICES

ICSC's success is based on volunteers, who contribute enormously to our growth and programs.

An organization of this size also depends on procedures to maintain that success. As one of ICSC's volunteers, you now represent the interest of the association at-large and assume the responsibility of ensuring that ICSC's policies and guidelines are upheld. Please familiarize yourself with these guidelines prior to your committee meetings. When in doubt, contact your ICSC Next Generation Associate or Senior Project Manager with any questions.

- Serve the interests of *all members* in a fair and impartial manner.
- Keep your ICSC State Provincial Chair, Program Planning Committee Chair and ICSC Staff informed of all actions that affect the state or province.
- Attend all Program Planning Committee Meetings.
- Encourage member participation at programs, conferences and volunteer activity.
- Do not form partnerships or make promises to other organizations without first consulting with an ICSC Project Manager.
- Do not use the ICSC or Next Generation logo in a context that implies ICSC approval, endorsement, or recommendation of a company product or service.
- Never negotiate or sign contracts with hotels, speakers or other services or financially obligate ICSC in any way.
- Do not mail anything out on behalf of ICSC or the Next Generation Program without prior approval of the ICSC Next Generation Associate or Project Manager.
- Remember that all sponsored activities require a minimum of three different sponsors.
- Never establish a bank account in ICSC's name or handle money on behalf of ICSC.
- Do not solicit funds or sponsorship for meeting activity without prior approval of ICSC.
- Do not hold charitable events in conjunction with ICSC meetings.
- Coordinate all PR Activity through the ICSC Public Relations Department.
- Remember that selection of all speakers and topics is subject to approval by ICSC.
- Do not endorse or present any special awards at your Programs, Receptions, Workshops, or Conferences.
- Work with ICSC staff to collect a waiver release form from every participant for special sports activities.
- Due to legal liability, limit the length of all events serving alcohol to no longer than 1½-2 hours and supply no more than 2 drink tickets to every attendee.