



# SPDC Host Meeting

January 8, 2014



# ASME Student Professional Development Conference

University of Wisconsin – Madison

January 8, 2014

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# Conference Overview

- University of Wisconsin – Madison
- March 28-30, 2014
- Innovation Beyond the Classroom
- Check us out online!
  - [asmespdc2014.com/madison](http://asmespdc2014.com/madison)
  - [facebook.com/madisonSPDC2014](https://www.facebook.com/madisonSPDC2014)
  - [twitter.com/madisonSPDC2014](https://twitter.com/madisonSPDC2014)

# Conference Goals

- ASME International goals
  - Provide online content
  - Maximize industry involvement
- UW-Madison goals
  - Encourage networking
  - Emphasize interactive, non-traditional structure
  - Lower barriers to attendance

# Agenda

- Organization
- Committee Structure
- SPDC Content
- Current Status



Organization

# Google Drive

- Administrative folder + folders for each chair
- All files are shared
  - Planning timeline
  - Budget
  - Conference agenda
  - Meeting minutes
  - Individual chair documents

# Planning Timeline

- Used to set deadlines and track progress
- One column for each chair
- Chairs are responsible for their own planning



# Committee Meetings

- Weekly face-to-face meetings
- Agenda sent in advance and open to edits
- Meeting minutes posted on Google Drive

# Leadership Update Meetings

- Weekly phone calls between Conference Director and Madhu
- Minutes are posted to Drive and shared with regional ASME leaders

# Website

- Introduction
- Agenda
- Competitions
- Sponsors
- Contact Information
- Registration & Accommodations
- Who's Attending (coming soon!)



# Committee Structure

# Director

- Interface with ASME and university leadership
- Support 11 conference chairs
- Maintain the planning timeline

# Finance Chair

- Project the budget
- Track income and expenses

# Fundraising & Corporate Relations Co-Chairs

- Assemble sponsorship packet
- Identify potential industry partners
- Solicit donations

# Entertainment & Tours Co-Chairs

- Plan tours and transportation
  - Industry, grad school, and social tours
- Plan evening activities
  - 21+ and all ages
- Plan impromptu design competition and/or icebreaker



# Sessions & Speakers Chairs

- Manage the agenda
- Determine sponsor and non-sponsor professional involvement
- Organize the career fair

# Accommodations Chair

- Select and reserve conference venues
- Determine and reserve hotel accommodations
- Arrange transportation and meals as needed

# Materials Chair

- Price, design, and order giveaways
- Create and print the conference pamphlet
- Create and print miscellaneous signs, nametags, etc.

# Publicity Chair

- Promote conference to regional universities, ASME leaders, and industry professionals
- Maintain the Facebook and Twitter accounts

# Website & Registration Chair

- Build and update the UW-Madison SPDC website
- Manage online registration

# Competitions Chair

- Compile competitions information for potential participants
- Establish the registration process for competitions
- Identify judges



SPDC Content

# Intro & Closing

- Purpose: introduce leaders and conference logistics
- Participants
  - Conference Director
  - College of Engineering Dean
  - Mechanical Engineering Department Head
  - Regional ASME Leader



# Meals

- Friday dinner
  - Informal
  - University gear
- Saturday lunch
- Saturday dinner
  - Business casual
  - Keynote speaker

# Breakout Sessions

- Session 1: ASME leaders
- Sessions 2-4: Industry presentations and competitions
- Industry presentation topics
  - Professional development
    - Soft and hard skills
  - Innovation

# Competitions

- Student Design Competition
  - Saturday
  - Open to all universities
- Old Guard Oral, Poster, Web, and Video Competitions
  - Included as sessions
  - Open to all students
- Separate registration required
- Judges identified from sponsors & ASME professional section

# Career Fair

- All sponsors invited
- Concurrent with design competition
- May invite other local companies

# Tours

- Friday
  - Industry Tour
  - Brewery Tour
- Saturday
  - Grad School Tour

# Social Events

- Optional evening events for all ages
- Encourages networking between chapters



Current Status

# Fundraising

- Corporate sponsors
  - Sponsorship packet
  - Levels & incentives
  - Potential sponsor list
    - Engineering Career Services
    - ASME member contacts
- Additional funding opportunities
  - ME department & university
  - ASME professional section
  - ASME International



# Current Sponsors

- Vision-Ease Lens
- AbbVie
- Inland Label
- Ecolab
- Greenheck

# Materials

- Conference Packet
  - SPDC agenda
  - Speaker bios
  - Sponsor info
  - Maps
  - Local entertainment suggestions
- Giveaways

# Publicity

- Facebook: [facebook.com/madisonSPDC2014](https://facebook.com/madisonSPDC2014)
- Twitter: [twitter.com/madisonSPDC2014](https://twitter.com/madisonSPDC2014)
- Emails to local student chapter leaders
- Outreach to local professional section

# Online Registration

- EventBrite
- Important dates
  - January 27 – Registration opens
  - February 14 – Early registration closes
  - March 14 – Regular registration closes
- Rates TBD
- Open to students and professionals

# Logistics

- Accommodations
- Transportation & parking
- Day-of registration
- Building reservations, access, and use permissions



# Questions?

[asmespdc2014.com/madison](http://asmespdc2014.com/madison)

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