

Sponsoring an On-site Seminar

As easy as 1-2-3



About WorldatWork

WorldatWork is the world's leading not-for-profit professional association dedicated to knowledge leadership in compensation, benefits and total rewards. Founded in 1955, WorldatWork focuses on disciplines associated with attracting, retaining and motivating employees. In addition to providing professional affiliation, WorldatWork offers highly acclaimed certification (CCP[®], CBPTM and GRP[®]) and education programs, the monthly *workspan*[®] magazine, online information resources, surveys, publications, conferences, research and networking opportunities.

Dear Sponsor,

Thank you for your interest in hosting an on-site seminar. Meeting the educational needs of your human resources professionals is a worthwhile endeavor and, in choosing to partner with WorldatWork, you have taken an important step toward success.

Since 1955, WorldatWork has partnered with corporations, human resources groups, academic organizations and not-for-profit associations to customize a complete catalog of educational seminars. Today, we co-host hundreds of on-site seminars annually worldwide and look forward to helping you with yours.

You probably will have many questions about the process of holding one of our seminars at your location. This booklet is a comprehensive, step-by-step guide that will walk you through your role as host. However, we welcome any questions or concerns you may have.

Please know the success of your seminar is as important to us as it is to you; therefore, we are eager to help.

We look forward to the opportunity to partner with you in hosting an on-site seminar.

Best regards,

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Why On-site?

Our Seminars, Your Location — The Best of Both Worlds

As the leader in rewards management education and development, WorldatWork seminars and classes are well-attended in locations all over the globe. But for many years, hundreds of corporations and practitioner groups have chosen to have our educational services brought to them. And, when you look at the advantages of hosting a seminar at your location, it's clear why this option is so popular.

On-site seminars allow you to:

- Offer WorldatWork seminars at a discount
- Provide seminar training at your choice of venue and bring training “close to home”
- Eliminate some of the costs and time associated with traveling to seminars
- Offer creative pricing schemes that provide tuition discounts to your students
- Tailor program content to meet your specific training objectives
- Obtain WorldatWork’s world-renowned practitioners for faculty assignments (optional)
- Utilize your own university instructors
- Offer participants WorldatWork’s certification programs, Certified Compensation Professional (CCP®) designation, Certified Benefits Professional (CBP™) designation, Global Remuneration Professional (GRP®) designation
- Offer participants WorldatWork’s series of certificate options. WorldatWork certificates serve as an excellent resource for those who wish to specialize.
- Generate revenue for your academic institution

Seminars are Packaged to Include Everything You'll Need

WorldatWork's one-day, two-day and two-and-a-half-day seminar(s) include:

- Travel and lodging expenses for one WorldatWork instructor (optional)
- One instructor's daily fee (optional)
- Pre-event telephone consultation with assigned instructor and sponsor's coordinator to discuss audience profile, specific instructional objectives and seminar location (optional)
- Presentation options: PowerPoint, projector
- Seminar binder and Leader Notes (if available) if using own instructor
- All seminar instructional materials
- Fees associated with bulk shipping of binders and instructional materials to the sponsor's choice of venue
- A seminar binder for each attendee
- Certification exam for each attendee (2.5 days)

WorldatWork also provides the following marketing support at no additional cost to your group*:

- Mailing lists of WorldatWork members and nonmembers in target market areas served by the Academic Partner
- Sales brochure layout and design
- E-mail marketing
- Ongoing listing of your event in WorldatWork promotional materials and on our Web site.

In addition, your group can take advantage of WorldatWork's discounted rates for brochure printing and mailing.

**Group is defined as: Academic Partners (AP).*

How To Conduct a Successful On-site Seminar

We've all heard "Plan your work, then work your plan." As a seminar sponsor, you'll be pleased to know that, from the beginning, you already are halfway there. Through years of on-site seminar partnerships, WorldatWork has developed a step-by-step plan that covers every detail and makes both of our jobs easier.

The First Few Steps

1. Determine potential dates, location and specific seminar topic that you would like to sponsor.
2. Contact WorldatWork to discuss dates and to "book" the event.
3. Develop a marketing plan for the event.
4. Define logistics of the meeting, venue, times (i.e., food and beverage service plans, room setup, audiovisual equipment needs, lodging options for out-of-town attendees, contacts, etc.).
5. Determine retail pricing structure.
6. Develop administrative procedures for taking registrations and payments from participants and determine your cancellation and refund policies.
7. Assign an on-site coordinator to oversee the function. This should probably be the individual receiving registrations as well.

Seminar Guidelines

While the content and the instructor are critical aspects of presenting a successful seminar, from the participant's perspective, the venue itself plays a critical role in how the seminar is received.

1. Choose Your Facility Carefully

College/University "on campus" Training Facilities

- Low rental charge.
- Prices for catered food can be expensive; cafeteria may exist.
- Check room size and flexibility of arrangement.
- Check quality and availability of audiovisual equipment.

TIP Check quality and availability of audiovisual equipment. WorldatWork on-site seminars require a screen for WorldatWork projector presentations. Some topics require a VCR and monitor. A laptop and projection screen are needed with PowerPoint '97 presentations.

Hotel Meeting Room

- Room rental charge can sometimes be waived depending on food and beverage plan.

TIP Rental fees are usually waived if one meal is served in the same room as the meeting. A deli-buffet menu might be considered. With a hotel, you have a wide choice of options, a wide price range and an experienced staff to support your efforts. (We advise you to negotiate, and we can help you determine "deals.")

With hotel negotiations, check requirements of hotel guest room guarantees.

2. Meeting Room Setup

Consider square footage of room, the number of participants, the room setup and the needs of your assigned instructor. (See room diagrams on pages 17 and 18.)

TIP *Hotels have occupancy charts that show the number of people that can be accommodated in each meeting room. DEDUCT 25 PERCENT FROM THEIR FIGURES! When taken at face value, the result is an overcrowded room.*

Theater Style - Suitable for short or one-day lecture oriented meetings, does not include tables.

Classroom Style - Great for any length meeting and recommended for your third day exam session if scheduled.

Open "U" - Allows for maximum interaction between presenter and attendees. You'll need about 1,200 square feet for a "U" for 32 people.

3. Audiovisual Equipment

Determine the instructor's needs. Most on-site seminars need a screen for WorldatWork projector presentations. For a PowerPoint presentation, a laptop and projection screen are needed (PowerPoint version '97). Some topics require a VCR, monitor and cassette tape recorder. See if you can use your own equipment - thus avoiding rental charges. If renting, get all prices. Check for hidden costs (setup and tear down labor, projection carts, electrical charges). Be sure that backup equipment is available. Check that there are adequate electrical outlets. Test equipment before meeting begins.

4. Food & Beverage

(optional when hosting seminars in multi-week formats)

- Determine the items you want to provide
- Determine times for breaks and meal functions
- Determine the number of guests
- Make payment arrangements
- Avoid exotic food items

TIP *All hotels require a guarantee number. Find out when they need this figure **and** what is the "overset" policy. Typically, a hotel will agree to be prepared for 3 to 5 percent above your guaranteed number of guests. Once you know the number of guests, under guarantee by 10 percent. There is always a no-show factor and the hotel can supply more food easily and quickly in most cases.*

If the group is meeting for more than three hours, breaks are needed. Refreshments can be very simple - coffee (regular and decaffeinated), tea and water. Check to see if they charge by the gallon or cup. Furthermore, food can be added, but be sure to watch costs. Additional items may include soda and cookies.

During WorldatWork full-day programs, we typically provide a continental breakfast from 8 to 8:30 a.m., coffee breaks at 10 a.m. and 3 p.m., and a full lunch from noon to 1 p.m.

There are several lunch options: Lunch on your own, catered box lunches, group lunch in nearby restaurant, catered lunch in meeting room, group lunch in another meeting room (expensive), or perhaps the company cafeteria.

5. On-Site Procedures

Prior to each day of the meeting, be sure to arrive early to check room setup, seminar materials (binders, projector, and administrative exam materials), audiovisual equipment, lighting, and ventilation.

Be prepared to greet attendees and instructor. Be sure seminar announcement notices include the room name for the session and times.

6. Marketing Guidelines

If you'd like marketing support from WorldatWork, we can help. Our support can consist of member mailing lists for your area (at no charge), as well as brochure layout, printing and mailing at our third class, non-profit rate. By mailing early, you can take advantage of our lower rate, which is significantly less costly than first-class mail.

Begin promotion for the event at least 16 weeks before the scheduled event date. This ensures your event receives WorldatWork exposure through our various promotional announcements including advertisement on our Web site. This also gives us plenty of time to select mailing lists and plan promotional mailings. Promote your event within your university catalog, at your meetings, through newsletters or other organizational media.

(More on this in the marketing section on page 12.)

7. Pricing

You set the retail price for your event. It is critical for your group to develop a sound event budget. Please plan for all expenses and build in some “insurance.” For 2003, a WorldatWork seminar at retail price is \$895 for WorldatWork members and \$1255 for nonmembers.

Most groups offer a special price for group members. Keep in mind that attendees are already saving on travel and lodging expenses, so dramatically “under pricing” your event isn’t necessary. We advise that you not charge less than 80 percent of the WorldatWork member retail price.

8. Determine “Money-Back” Options

Another pre-consideration is your refund policy. You need to be prepared to respond to a request for a refund. WorldatWork refunds tuition only, even though unhappy customers may request travel and lodging too. As stated in the WorldatWork contract, WorldatWork will accommodate the refund if the complaint has to do with the seminar content itself and the WorldatWork faculty member’s presentation (if WorldatWork faculty). If complaints are fully within the sponsor’s control, then you will need to accommodate the refund request based on your own policy.

9. Seminar Presentation Material and Exams

You will be contacted approximately six weeks in advance to forecast the number of attendees so that we can print and ship the appropriate number of seminar binders. We will also confirm the proper shipping address.

Binders, the exam package, and supplementary instructional and administrative material will be bulk shipped to your coordinator approximately three weeks in advance. You are responsible for distributing seminar binders to the attendees either at the session or in advance of the session as desired, including postage. Keep in mind attendees of certification seminars may be expecting their seminar binder in advance to prepare for the exam.

The sponsor is to provide the laptop, projector, and projection screen for the "on-loan" seminar presentation provided by WorldatWork. The sponsor/coordinator is responsible for the "on-loan" WorldatWork projector (if applicable) as well as the packaging and return of the projector to WorldatWork within 48 hours post event.

Presentation Options

- NEC LT84 projector with compact flash memory card
- PowerPoint presentation with disks for laptop provided ('97 version)

It is critical that you maintain security for exam material prior to the exam session. WorldatWork will call your event coordinator to confirm receipt of materials. Please don't wait until the morning of the seminar to check for the WorldatWork boxes or to check inside the boxes. At that time, we have few alternatives if anything is missing.

The exam package will consist of the exam participant roster, examination booklets, and answer sheets and exam booklet/answer sheet check out/in roster. It is the instructor or exam proctor's responsibility to return all exam material including the master seminar attendance roster and evaluation forms using the UPS 2nd Day Air Pak envelope provided. (Exam proctor, see pages 10-11 and 21.)

The sponsor/coordinator needs to communicate seminar exam locations, date and time and provide map/directions if necessary. The sponsor/coordinator also must provide sponsor's contact name and phone number to the WorldatWork instructor (if applicable).

After the event, you will need to provide an accurate seminar roster of those in attendance including complete mailing addresses and completed seminar evaluation forms. Please return unused binders and other general administrative material using WorldatWork's pre-paid airbill, (UPS 2nd Day Air shipping document). We ask that you give the instructor or exam proctor the master seminar attendance roster and seminar evaluation forms to be returned with the exam material in the UPS envelope(s) provided.

10. Instructor Issues

(when using a WorldatWork instructor only)

Once an instructor is assigned for your event, he/she will be calling you to discuss seminar specifics. If you haven't heard from your assigned instructor by the four-week point, please call us. We encourage sponsors and assigned faculty to get to know each other by phone prior to the event. We would appreciate knowing what airport the assigned instructor should arrive at and what hotel is near the seminar venue. In addition, ground transportation instructions from the hotel to your site would be very helpful.

11. On-site Guidelines for Group Testing

(For the assigned instructor/proctor)

Picture identification is required. Each attendee must sign in using the exam attendance roster. Check in attendees for their appropriate exams using the examination booklet check out/in roster, which must be signed and initialed.

Attendees may take more than one exam during the group testing session. Therefore, you should schedule the exam session to last four hours maximum. This allows administration of “exam-onlys” in addition to the class exam. You will be responsible for distribution of the second exam and answer sheet only if time allows.

WorldatWork exams consist of approximately 100 multiple choice questions. A typical exam requires approximately two hours to complete. Attendees may bring calculators to any exam session. An examinee(s) is not permitted to use resources or reference materials during the exam. The examinee(s) may not leave the room with exam materials, paper or another examinee(s) during a brief break. It is essential that the examinee(s) is **not** given the examination booklet or exam answer sheet upon completion of the exam session. Once the exam booklet is distributed to the examinee, the exam is considered taken regardless of the amount of questions answered. All beepers, cell phones and pagers must be turned off.

You are asked *not to leave the group testing room* until all tests are turned in to you at the end of the exam session.

Your Role While Monitoring the Group Exam Session

To maintain security of WorldatWork exams, collect the exam booklets, answer sheets and pencils. In case of a Certification Course T3 exam, the WorldatWork calculator must be collected from each attendee.

You will be provided with an exam-only check out/in roster. As each “examinee” completes his/her test and returns the booklet, answer sheet and pencil, please ensure two things:

1. Ask the attendee to initial both the answer sheet and the exam booklet check in columns of the roster as they are turned in.
2. Verify the exam booklet number “checked out” as reflected to the exam booklet number “checked in” on the roster.

File the attendee answer sheets in alphabetical order in the red folder that has been provided. Stack the exam booklets in numerical order by certification course.

Before returning the red exam folder, please confirm that there is an answer sheet and exam booklet for each individual on the exam rosters.

Once the exam session is over and all items are accounted for, return all exam materials to WorldatWork headquarters. Use the UPS 2nd Day Air Envelope Pak and shipping document/label that is provided.

Your checklist for exam materials that should be returned:

- Exam attendee roster
- Exam booklet check out/in roster
- Exam answer sheets
- Examination booklets
- Pencils
- T3 calculator, if applicable.

In addition, the on-site seminar coordinator should give you the following to return with the exam material:

- Seminar evaluation forms enclosed in a white envelope
- Master seminar attendance roster.

For questions, contact WorldatWork Business Development Service Partner **Nikki Gorman** at ngorman@worldatwork.org or call 480/905-5966.

We appreciate your support and look forward to working with you on this project. The demand for WorldatWork on-site training is at an all-time high. With proper advance planning and an effective marketing campaign, you're on your way to success.

Spreading the Word

If you'd like marketing support from WorldatWork, we stand ready to help. We're as committed to the success of your event as you; therefore, we offer the following to help ensure high attendance:

- Sales brochure design, printing, mailing and labor
- Database generated mailing lists
- Postage savings through our third-class, non-profit rate
- Inclusion in our quarterly seminar catalog (check for deadlines)
- Web site advertising
- E-mail marketing
- Other WorldatWork promotional sales pieces
(You can choose any or all of these services.)

Timelines & Tools

1. Your event should be confirmed at least 16 weeks before the scheduled date. This ensures your event receives exposure on our Web site and in our catalogs. This also gives us plenty of time to select lists and plan promotional mailings.
2. The event should receive ongoing promotion and support by your group as soon as the event date has been set. Please note that most locally sponsored on-site seminars draw exclusively from the local area. It's risky to count on attracting the bulk of your attendees from outside your area.
3. In most cases, it is necessary to produce a brochure. There are several options for producing a brochure:
 - A. You may produce your own brochure using the WorldatWork logo in conjunction with your own. However, when using our logo for marketing materials, WorldatWork must preview prior to distribution
 - B. You may rely on WorldatWork to produce the brochure, camera-ready for printing. As a valued partner there is no charge for this service. You can then use the art to print and mail your brochure locally.
 - C. WorldatWork can produce, print and mail the brochure for your group. We'll only charge our actual printing, labor and postage cost for this service.

Because of economies of scale, we can print and mail quite economically. We will estimate the printing and mailing cost in advance. You choose the option(s), which work best. (Typical postage cost "per piece" is 11 cents at our non-profit rate versus 37 cents for first class.)

Typical printing cost per brochure is about 15 to 18 cents each. Because our brochures are designed to be self-mailers, envelopes are not necessary. Our mailing service charges 7 cents per piece (\$71 minimum per 1,000) to mail.

4. Any brochure sent out by WorldatWork at the non-profit bulk rate should be mailed at least 14 weeks before the event date. These mailings take two to three weeks for delivery.
5. To support your efforts, WorldatWork can provide mailing lists with names of WorldatWork members and nonmembers in your targeted zip codes. There is no charge for these lists to promote a WorldatWork on-site seminar.
6. It has been our experience that the combined promotional efforts of the on-site sales brochure in the WorldatWork member mailing, WorldatWork Web site advertising, the local group's promotional efforts (i.e., phone calls, etc.) and a brochure mailing are necessary to achieve the desired attendance. Advance planning is essential. If your group creates their own marketing flyer or catalog and you use the WorldatWork logo, you must send WorldatWork a copy to proof before it is sent to print and a copy once it's printed.
7. At least 20 to 30 days prior to your seminar date, WorldatWork will provide email marketing to promote your seminar to our members and nonmembers in your region.
8. If you find it necessary to cancel your event, and if WorldatWork has expended marketing dollars on your behalf; and your event is not rescheduled, WorldatWork will split the promotional cost with you. Rescheduling is always preferable to cancellation.



On Location

Final Details

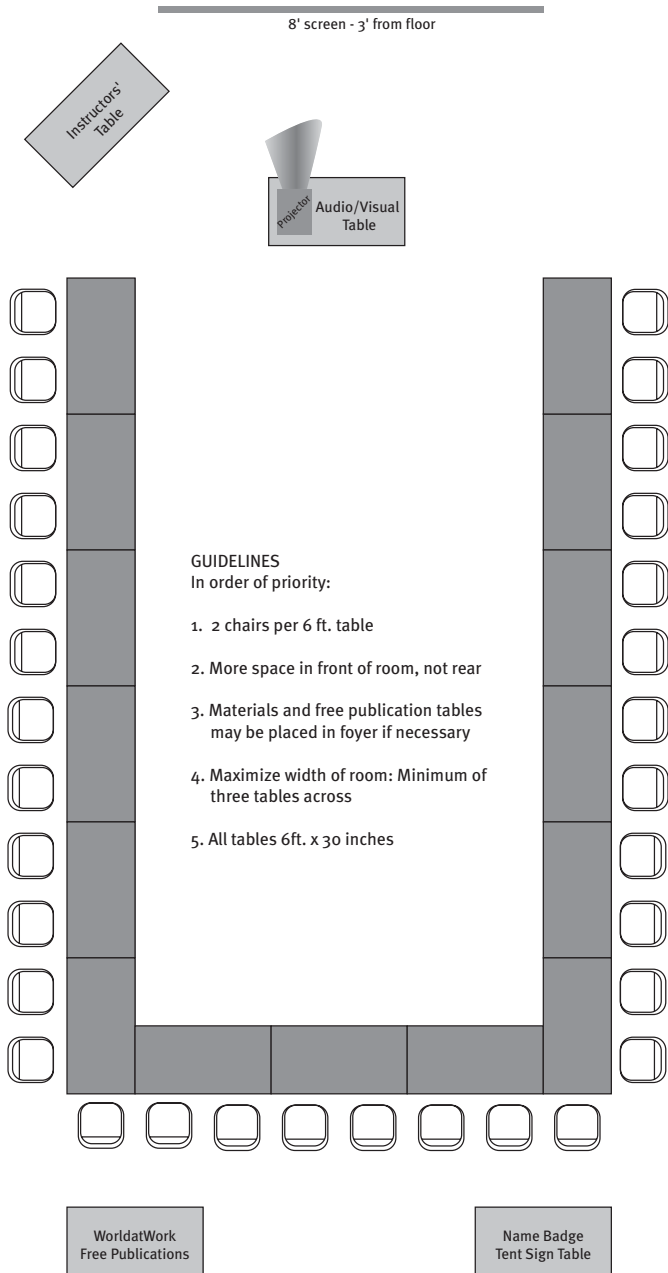
It's here! All of your planning and marketing has brought you to the day before the event, and now you're ready to attend to the final details. No need to worry. We have developed a step-by-step guide that will help you avoid any surprises.

1. Check Setup of Meeting Room

- Verify that the training room is set for the correct number of attendees.
 - 2 chairs per 6-foot table
 - 3 chairs per 8-foot table
 - Standard “U” Shape(See room diagrams on pages 17 and 18)
- Adequate space for participants is 2’ 6” per person.
- Set A/V table: Either (6’ x 18” or 6’ x 30”) for your own A/V presentation equipment or the WorldatWork on-loan seminar projector and other equipment that may be requested by the instructor.
- Pay special attention to the *positioning* of the A/V equipment.
Is the screen visible from each seat? Try various seat positions.
- Request any missing equipment/make changes as needed to room(s).
- Set out table signs, name badges and free WorldatWork promotional materials on the rear table.
- Lighting: Are the ceiling lights shining directly on the screen? If so, have the screen re-positioned or have engineering turn off/unscrew the light bulb to remove glare.
- Locate pay phone and restroom areas.

Room Setup

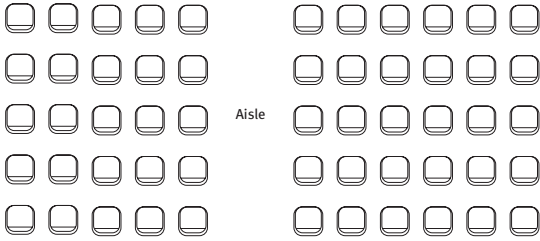
Standard U-shape seating for 32



Room Setup

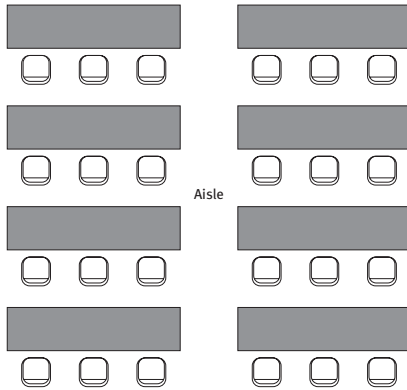
Theater Style

Front of Room



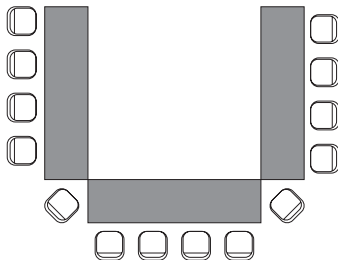
Classroom Style

Front of Room



Open U

Front of Room



Seminar Set-up

- ❑ Set-up training room (if unable to do so the previous night). Use your judgement for start time if room has not been set up the previous evening. Allow 20 minutes for room setup. You need to be finished setting the room and ready to greet attendees.
- ❑ Double check all details remaining from room setup: check room temperature; turn on the projector and put on the visual “Welcome To WorldatWork;” re-check the lighting to make sure spotlights aren’t shining on the screen; put any signage on easels outside the training/meeting room doors.
- ❑ Administration desk setup and display materials: If you’re offering coffee breaks, make sure the break area is set up with ample cups, glasses, plates, napkins, silverware, tea bags, cream and sugar.
- ❑ Make contact with the assigned instructor. Communicate to the instructor seminar breaks, lunch, ending times and exam session times.
- ❑ Hold the unopened exam package for the exam proctor who will arrive for the exam session.

End of Seminar

- ❑ Blank seminar evaluation forms can be given to the assigned instructor to distribute to attendees at the last seminar session (not on exam day). Evaluations may be completed in either pen or pencil. (*WorldatWork faculty are not allowed to collect or view evaluations after completed.*)

Have the on-site administrator collect the completed evaluation forms. Once all evaluations have been received, seal in the envelope provided. Keep the sealed evaluation envelope and master seminar attendance roster for the exam proctor. The exam proctor will then return these materials to WorldatWork headquarters using the UPS 2nd Day return envelope which is provided to them in the exam package.

- ❑ Seminar ends. Collect all administrative material from the training room. Pack the materials to be shipped back to WorldatWork. You will be returning extra seminar binders, supplementary training material, extra pens, pencils, and any extra free publications. Use the UPS 2nd Day Air shipping document which is provided to you. Fill in the top portion - #1 your name, address and telephone number; and, #9 shipper's signature and date. Remove the shipper's copy for your records. Remove the backing and affix the UPS Air shipping document to the top of the package (do not cover any seams or closures).
- ❑ Call UPS (1-800-742-5877) for pickup.

Examination Session

- ❑ Sponsor should check the training room. Has it been set up classroom style? (See examples on page 18).
- ❑ The assigned proctor will arrive with the exam material. Please communicate the exam session location, start and end time with the assigned proctor before their arrival.

On the examination day, the assigned exam proctor will be looking for the on-site Administrative Coordinator, exam room and the unopened exam package. The proctors will need a few minutes to set up.

- ❑ Proctor will begin exam check in procedures.
- ❑ The exam session should last for four hours. This allows examinees plenty of time to complete the exam and additional time to take two exams if desired.
- ❑ Remember to give the sealed evaluation envelope and the master seminar attendee roster to the proctor to return to WorldatWork headquarters with the examination materials. The proctor will be responsible to return all examination materials using the UPS 2nd Day Air shipping document and envelope that is provided in the exam material package.

Finally, remember to relax and have fun!

As the facilitator of the class, you will contribute to setting the tone for everyone else. A learning environment can be somewhat intimidating, so instructors and attendees will feel more comfortable if you relax and enjoy the educational experience you made possible. Remember, learning can be fun!

Please feel free to contact WorldatWork headquarters:

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