**Guidance for AFA Executive Forum (20 July 15)**

**Planning:**

* The Board of Directors should appoint the Executive Forum Committee Chair at the January Board meeting.
* The Chair should form a Planning Committee at least 4 months before the projected date of the Executive Forum (e.g., by early February if event is to be in June).
* President or Planning Committee should confirm early in the process that the SMC/CC does desire the Chapter to hold the event, and request main SMC point of contact (usually SMC/PI Director).
* The date for the Exec Forum should be the same as for the AFA Salute to SMC Banquet.
* Ensure the SMC/JA approval process for the Salute includes approval for the Exec Forum.
* Ideally the Exec Forum and the Salute should not fall in the last week of local schools/college terms to avoid participant conflicts with graduation ceremonies.
* Conclude the Exec Forum by approximately 2:00 PM, giving attendees time to go home or to their hotel rooms to get ready for the Salute.
* Hold the Executive Forum at the same location (hotel) as the Salute.
* Coordinate with the Salute Banquet committee to provide the following refreshments:
  + Buffet breakfast (hot)
  + Buffet lunch (hot or cold)
  + Snacks (e.g., mints) in small bowls on the forum participants’ tables
  + Coffee and other non-alcoholic beverages

**Budget:**

* Budget for Executive Forum is combined with total budget for the SMC Salute (for hotel and meals); Committee Chair is responsible for confirming budget for event.
* Participants are not charged for attending or serving as Panelists at the Executive Forum.
* Panelists are not compensated for participating on a Panel.
* Incidentals for Executive Forum, such as name tents, mints, etc., that are bought by any committee members can be reimbursed upon presentation of receipt(s) to Board.

**Content Strategy:**

* Approximately 3 months before the Executive Forum date, Planning Committee should canvas current topics of interest from PEO statements/briefings, acquisition policy, and current events/issues and recommend approximately 6-10 potential topics to be addressed at the Executive Forum.
* Planning Committee Chair should present proposed list of Forum topics to the SMC/CC main point of contact, usually the SMC/PI Director and/or his designated Exec Forum representative (usually the PI Deputy).
* SMC/PI will coordinate with the PEO and the Directorate heads, if appropriate, and will provide the Planning Committee with highest priority topics desired by PEO/SMC.
* Planning Committee will meet to discuss highest priority topics and down-select to 2 or 3 topics, based on SMC priority, Exec Forum format and time available, and Panelists likely to be available. Recommend this meeting be called by the Chair in March or April.
* Planning Committee should designate a representative to coordinate with SMC/PA and the CAG to feed draft program information to SMC senior leadership.

**Panel Selection:**

* Planning Committee will examine the selected topics and brainstorm potential panel members best able to address them.
* Important note: Planning Committee must abide by AF policy for government attendance and panel representation.
  + E.g., in 2015, Government presenters/panelists had to number less than 30% of the total presenters/panelists, per SMC/JA advice.
  + President and Chair will confer and designate a representative to interface with SMC/JA on this event. This might be combined with Salute coordination.
* Panel Moderators will be chosen from volunteers that are AFA Board members. Planning Committee members may also be chosen as Panel Moderators.
* Panel Members can be selected from large or small businesses in the DoD aerospace industry, from commercial businesses in similar/associated industries (e.g., satellite communications), from FFRDCs (e.g., Aerospace, MITRE, RAND), and from SMC Directors or their Deputies, keeping in mind the 30% rule
* Panel Members should be senior representatives of their organization (e.g., industry CEOs, Presidents, or Vice Presidents, or Government Directors, Deputy Directors, or major program managers). Planning committee will normally solicit names/information from Board Members’ industry networks.
* Proposed panel members shall be vetted by the Planning Committee prior to any invitations being sent to them.
* Panel members should be invited to be a Panelist as early in the process as possible to give maximum time to reserve time in their schedules. Recommend giving prospective Panel members at least 1-1/2 to 2 months’ notice before event date.

**Attendance and Invitations:**

* Planning Committee should designate one member to lead invitations and track attendance.
* Attendance is on a By-Invitation basis only
* Designee should propose attendance initially based on previous year’s attendance, modified for changes to personnel in positions, topic changes, or new/upcoming businesses in relevant topic areas.
* All attendees should be senior representatives of their organization (e.g., industry CEOs, Presidents, or Vice Presidents, or Government Directors, Deputy Directors, or major program managers).
* SMC senior staff and all SMC Directors and major program managers should be invited.
* All invitations should clearly and politely state there are no invitee substitutions allowed, unless coordinated with the Chapter president.
* All past AFA Schriever Chapter Presidents will be invited to attend.
* If a topic warrants it, former SMC Commanders may be invited to attend.
* Schriever Chapter Award winners may be invited to attend.
* Proposed attendees list shall be vetted by the Planning Committee prior to any invitations being sent.
* It is important for the Planning Committee to informally contact proposed attendees to get tentative agreements to attend, or suggest alternate attendees to invite prior to invitations being sent, since no substitutions of attendees is allowed without approval.
* As soon as Panel members and Attendees Lists are approved by the Planning Committee, designee shall obtain current email and other contact information for them.
* Designee shall send standard template emails inviting Panelists to participate.
* Designee shall send standard template emails inviting Attendees to come. Standard template shall specify and explain rationale that NO substitutions may be made to the specific Invitee without coordination in writing with AFA Chapter President.
* Designee shall track responses of all invited Panelists and Attendees in a spreadsheet and provide updates to the spreadsheet to the Planning Committee periodically.
* Designee shall immediately inform Planning Committee and affected Panel Moderator of any negative responses by a proposed Panelist so that a substitute Panelist can be identified and invited.

**Coordination:**

* Planning Committee should coordinate regularly with the SMC Salute Planning Committee, since they are the interface with the Hotel venue. Executive Forum Chair should consider being a part of the Salute planning committee also.
* Planning Committee should designate a representative to coordinate with SMC/PA and the CAG to feed draft program information to SMC senior leadership.
* AFA Chapter President or senior representative should coordinate with SMC/CC Executive Officer to arrange to meet/greet SMC/CC as he arrives for Exec Forum.

**Panel Moderator Responsibilities:**

* Once panel members are approved by the Planning Committee, Moderator will send each Panelist a standard email introducing him/herself, notifying them of the other Panel members (in case they want to coordinate comments), giving them background on the panel topic, requesting a short biography, providing potential topic questions for their consideration, and requesting to know whether they desire to have charts projected for their speaking portion.
* Moderators should prepare a short overall Panel introduction and brief introduction for each of the Panelists based on information in the bio provided.
* Moderators shall ensure they have accurate name tents for themselves and all of their panelists and shall set them out prior to panel starting. A template is available in the Continuity Binder.
* Moderators shall greet each of their panel members as they arrive at the Forum.
* Moderators shall ensure any Panelist charts are loaded onto the laptop for projection. Moderators will pre-coordinate time and method to obtain charts from the Panelists.
* Moderators shall be the main POC to answer any questions from their Panelists.
* Once the Program is finalized, the Moderators will send it to each of their Panelists.
* Moderators shall take notes during the other Panels and provide them to the other Moderators

**Program:**

* Planning Committee will designate a member to prepare a Program/Schedule of Events for the Forum. A template and examples of previous events’ programs are available in the Continuity Binder.
* Designee shall capture the schedule of events, including registration time, breakfast, AFA welcome and introductions by the AFA Chapter President, opening remarks by the SMC Commander, panel times, breaks, lunch, closing remarks, and adjourn time.
* A panel format has been the most common, but other formats are not precluded (e.g. workshops, breakout sessions with debriefs, briefings by guest speakers, etc.)
* Program shall specify each panel topic and the Moderator and Panelists for each panel
* Program shall provide a map of the Executive Forum room location(s), which has been obtained from the hotel by the Salute banquet committee.
* Program shall provide contact information for one or more POCs who will answer any questions about the Forum.

**Audio-Visual Support:**

* Recommend borrowing laptop computer and projector equipment from AFCEA Chapter to support any panelists’ briefing presentations. Other provisions for equipment may be made if necessary.
* Ensure hotel will provide American flag in the room, or arrange to bring one.
* Ensure hotel sets up table for laptop/projector/sound and one or more screens, as desired.

**Set Up:**

* Planning Committee will agree on room layout and provide it to SMC Salute Committee at least a week before the event so they can arrange the set-up with the hotel.
* Arrive early to set up laptop/projection/sound equipment and test it.
* Load all Panelist presentations onto laptop desktop and test them; return any discs or thumb-drives to Panelists, if provided. Ensure screens can be covered/made black as necessary.
* Set out bowls of snacks/mints on attendee tables. Bowls may be borrowed from AFCEA chapter or be otherwise obtained by a Planning Committee member.
* Set out AFA tablecloth or banner on Panel table or on Lectern. Coordinate with President to obtain tablecloth or banner from its storage location.
* Set out name tents for all VIPs (SMC/CC and any other senior staff attending), AFA Chapter President, AFA Chairman of the Board, Panel Moderators and Panelists.
* Set out a donation basket for refreshments, per SMC/JA guidance.

**Minutes:**

* Planning Committee should assign a Minutes POC to capture notes, comments, questions, and responses throughout Exec Forum on a laptop computer.
* Minutes POC will draft minutes and consolidate comments from all Planning Committee members and any other AFA Board participants.
* Planning Committee Chair should send final minutes to all AFA Board members.
* Planning Committee Chair should send an email to SMC/CC to thank him/her for attending and offering to send the Executive Forum minutes, if desired.

**Continuity Files:**

* Planning Committee Chairperson shall maintain files of the program, minutes, attendance list, templates, program examples, and any other significant documents that would be helpful to future Executive Forum planning committees.

IMPORTANT NOTE: These guidelines are for AFA planning purposes only and do not represent any agreements or commitments on the part of AFA Schriever Chapter #147.