

## WSAE Program Committee Program Lead Responsibilities

1. Consult with other Program Committee members to shape program direction
2. Find speakers:
  - a. WSAE will cover all travel and lodging expenses for speakers
  - b. Consult with speakers and connect speakers with other members of WSAE to assist speakers in being prepared to present in front of WSAE audience
  - c. Collect speaker bios and photos and share with staff
  - d. Solicit white paper or articles written by speakers, and share with staff for promotion and use in WSAE publications
  - e. Send speaker form to speakers which returns to staff
3. Write marketing copy for staff
  - a. Basic copy should be submitted 10 weeks prior to event
    - i. Larger events (December/Annual Education program) will have specific deadlines set)