

# ELEVATE

## Your Association Events

Claude Goguen, P.E.

National Precast Concrete Association



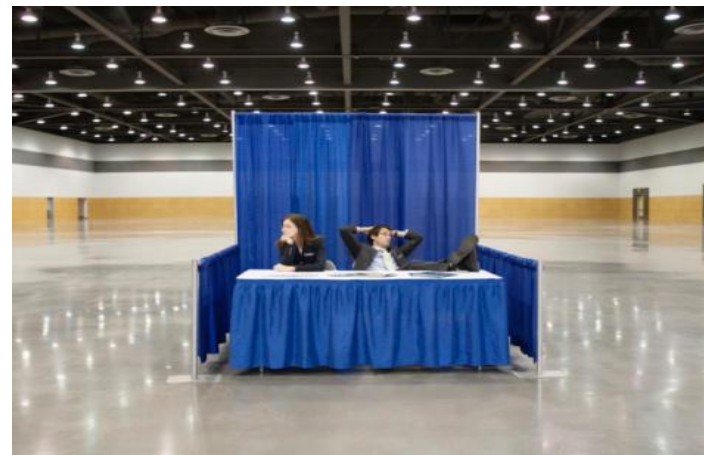
The materials being presented represent our own opinions, and do NOT reflect the opinions of NOWRA.

# Association Live Events

Whether it's training seminars or the annual conference, these events have a significant impact on the association's success.



Do your classes and exhibit floors look like this?



Or this?

# Types of Events

- Training
- Town Hall
- Social
- Committee Meetings
- Conferences





# Education Programs

The strength of your association will be centered on your education program.

This encompasses:

- Individuals
- Employers
- Regulators



# Education Programs

Content and frequency revolve around need.

Need is often driven by state requirements.  
Certifications / CEUs.

- Pumper/Service Provider
- Installer
- Inspector
- Designer
- Soils

**C.E.U.**  
CONTINUING EDUCATION UNITS

Take stock of what you offer and what is missing.

Include:

Prep Classes

Study Guide

Proctoring



# Education Programs

Don't re-invent the wheel. Use what's already out there.



**NOWRA**



**NAWT**



# Education Programs



## NOWRA

### Online training

- **NOWRA A to Z**
- **NOWRA Installer Training**
- **NOWRA Troubleshooting**
- **NOWRA Design Course**
- **Mega Modules**

### In-Person Training

- **Onsite Wastewater A to Z**
- **Basics of Onsite Wastewater**
- **Choosing the Correct System to Fit the Site**
- **Earthen Structures**
- **High Strength Waste**
- **Hydraulics**
- **National Installer Training Program**

<https://www.nowra.org/education/>



# Education Programs



## NAWT

### **In-Person and Virtual Courses on topics including:**

Septic System Design

Inspector Training

Vacuum Truck Technician

Operation and Maintenance

Soils Workshops

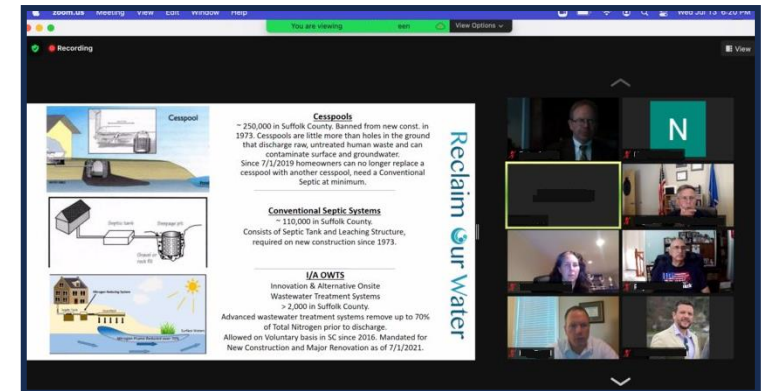
Installer Training

**<https://www.nawt.org/training.html>**

# Education Programs - Delivery

## Options

- Online Classes (Live or Recorded)
- In-Person Training



# Education Programs – Online Classes



RECORDED SESSIONS



LIVE WEBINARS



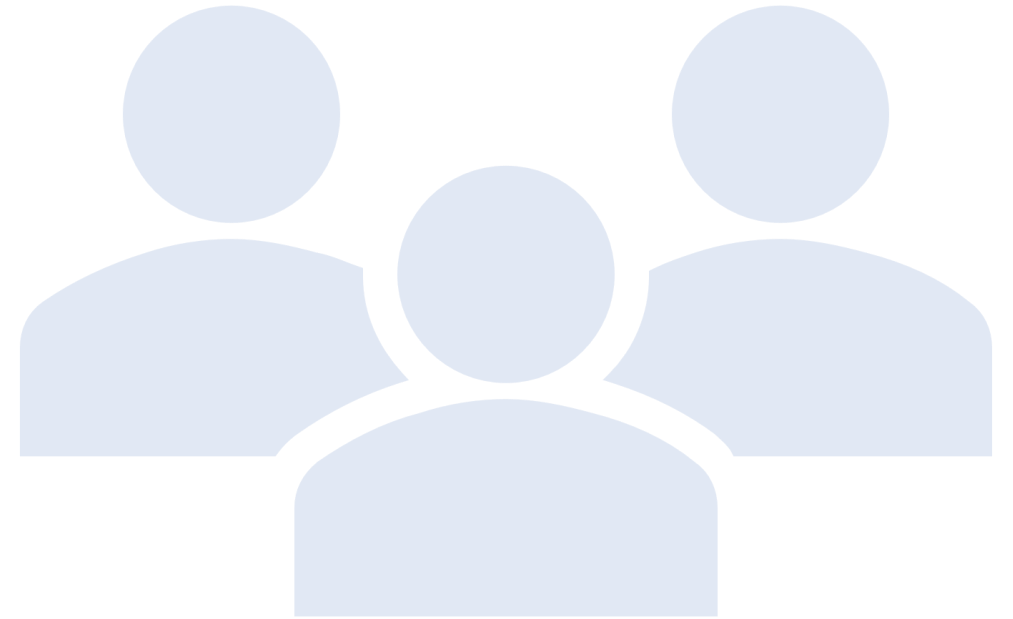
FINDING A RELIABLE ONLINE  
COURSE PLATFORM AND WEBINAR  
SERVICE.

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# Education Programs – Online Classes

## Live Webinars

Finding content that will attract attendees.






# Education Programs – Online Classes

## Live Webinars





Finding content that will attract attendees.


Marketing your program

- Web site
- NOWRA
- Social Media
- Newsletters




**NOWRA** Online Education  
National Onsite Wastewater Recycling Association

 <b>MO - Math Review 101</b>	This course examines math review of Missouri standards for basic conventional systems. Calculations are explained and practiced for daily flow rates, tank volumes...	\$25.00 - \$40.00
 <b>MO - Inspection Webinar 1 Recording - The Basic 4: Information, Summary, Setback and an Understandable Diagram</b>		\$38.00 - \$60.00
 <b>MO - Inspector Webinar 2 Recording: Tanks, the World of Tanks</b>		\$38.00 - \$60.00
 <b>MO - Inspection Webinar 4 Recording - The Most Overlooked Items when Completing the Inspection Forms</b>		\$38.00 - \$60.00



Florida Onsite Wastewater Association, Inc.  
November 15, 2022 · 🌐

Join the 3rd Onsite Sewage Treatment and Disposal Systems Roundtable for the new standards in Miami OSTDS.  
Thursday, Nov. 17 from 10 a.m. – noon  
Join on your computer, mobile app, or room device... See more



### Learn about new required standards for septic systems

To improve their performance and to help reduce pollution in our groundwater and Biscayne Bay, The Department of Regulatory and Economic Resources, Division of Environmental Resources Management (RER-DERM), is implementing more rigorous standards for new and replacement onsite sewage treatment and disposal systems (OSTDS), commonly referred to as septic tanks or septic systems. There are currently approximately 110,000 properties in the county with septic systems, and these use sewage treatment technologies dating back to the 1800's. Recent studies show that these systems are a source of pollution for the environment.

# Education Programs – Online Classes

## Live Webinars

Finding content that will attract attendees.

Marketing your program

Pricing

Having a reliable delivery system. (Zoom, GotoWebinar, Teams )

Rehearse with presenter.

Ask for PPT ahead of time

Follow up with attendees

# Education Programs – Online Classes

## Recorded Sessions

Finding content that will attract attendees.

Marketing your program

Pricing

Having a reliable delivery system.

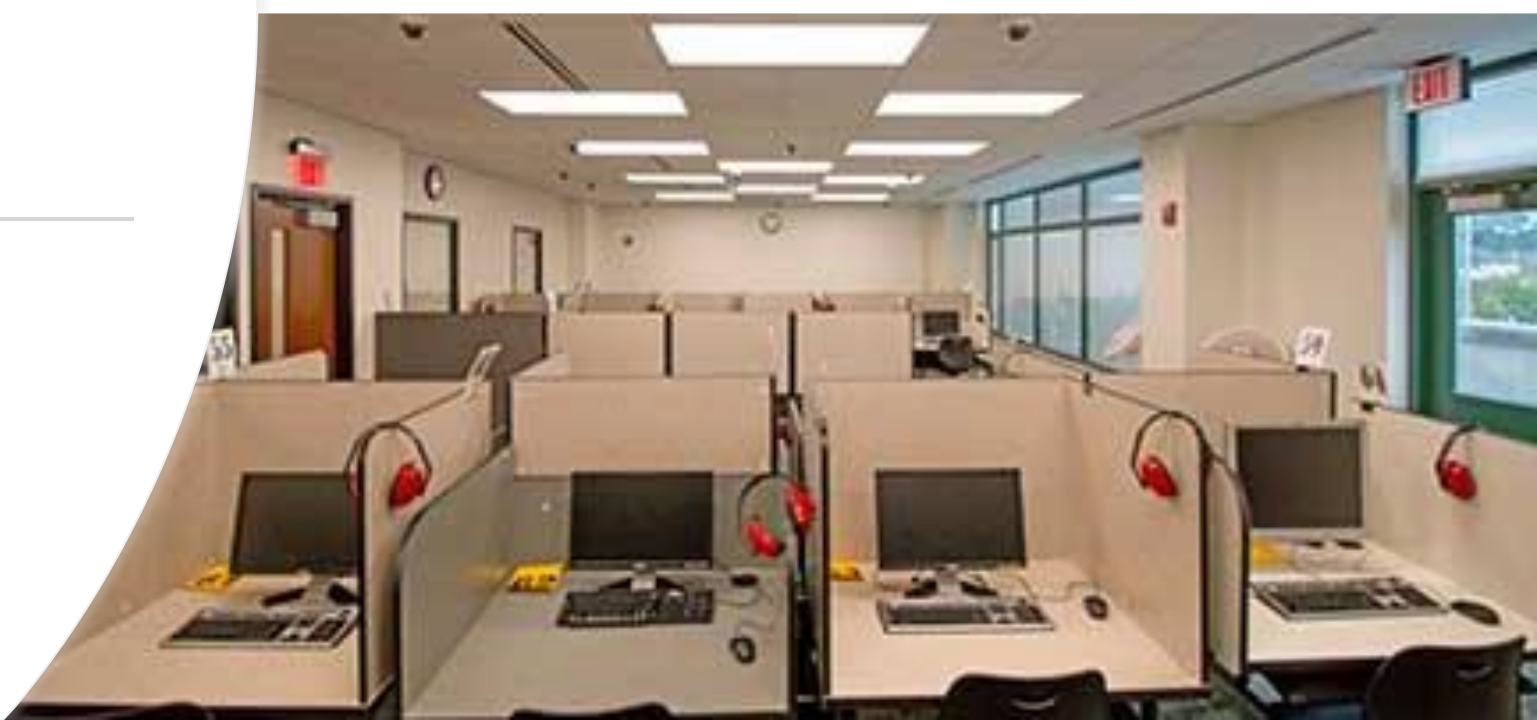
Follow up with attendees



# Education Programs – Online Classes

## Testing

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# Education Programs – In Person Training

Field



Classroom



# Education Programs – In Person Training

## Classroom

Attractive to many.

Finding accessible location.

Having your own training center

Audio Visual

Food & beverage

Recording





# Education Programs – In Person Training

## Field Training

Nothing beats witnessing installation and maintenance in person.

Finding a location

Equipment

Sound

Food & beverage

Safety

Recording



# Annual Conferences

Theme

Keynote Speaker

Education

Committee Meetings

Exhibit Space

Social Events

**ANNUAL**   
**CONFERENCE**



# Annual Conferences - Planning

## Important Steps

- Appointing a conference committee.
- Reviewing event report and feedback
- Setting and managing budget
- Deciding on a theme. (and name?)
- Risk Management



# Annual Conferences - Planning

## Important Steps

Education program – Initial planning.

One or multiple sessions simultaneously?

What are the current needs?

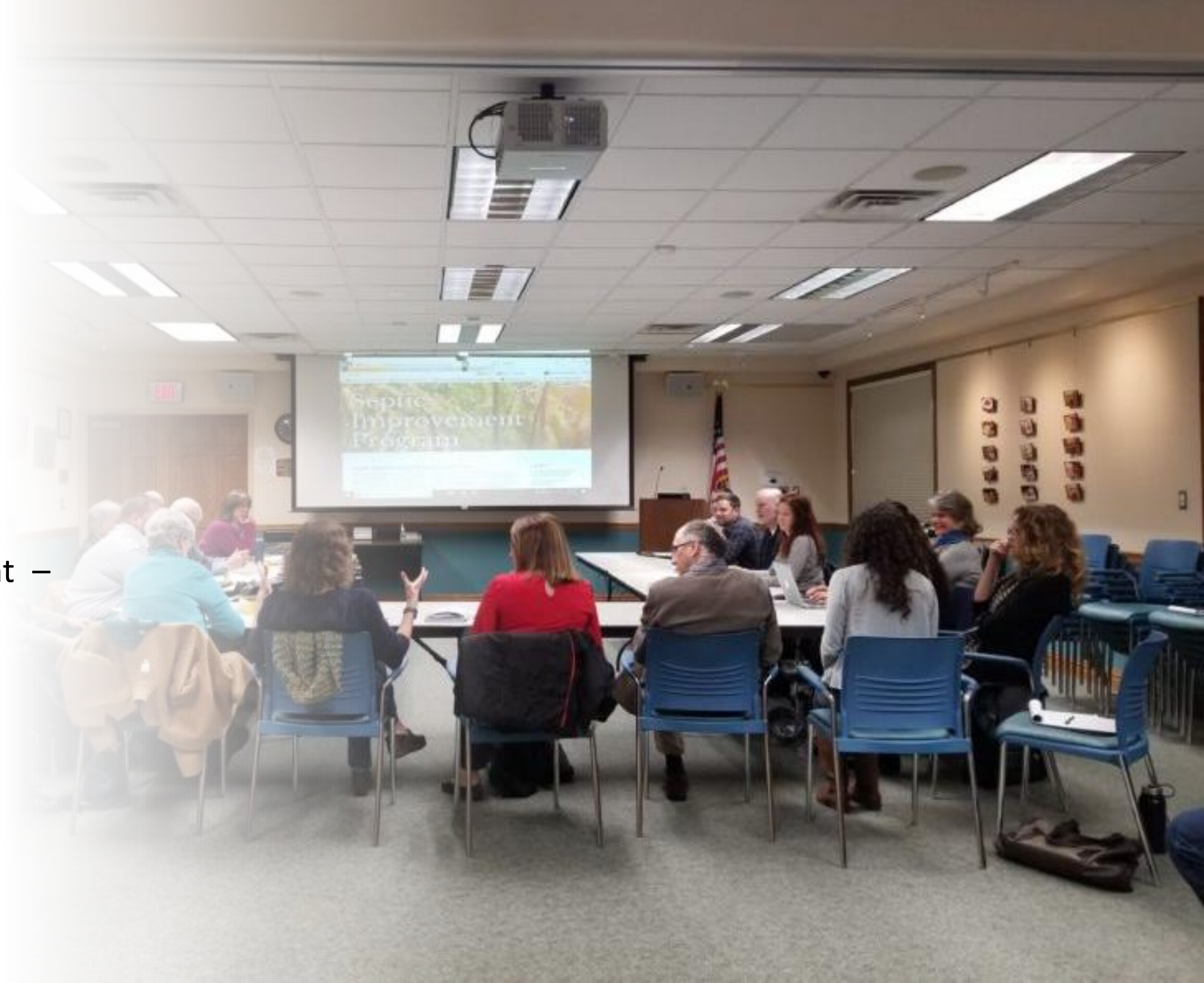
Finding interesting topics and speakers

# Annual Conferences - Planning

## Important Steps

Education program – Initial planning.

Other meetings during event – Initial planning



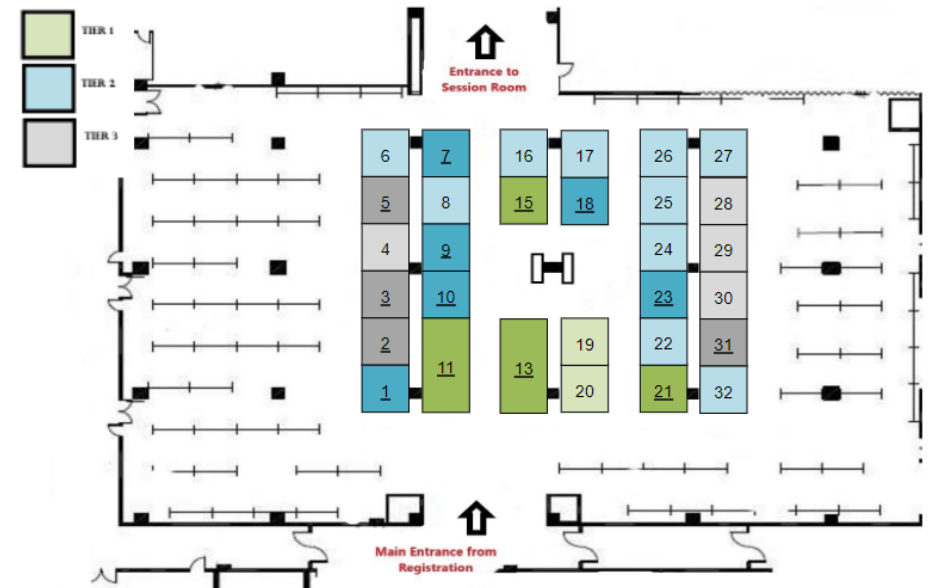
# Annual Conferences - Planning

## Important Steps

Education program – Initial planning.

Other meetings during event – Initial planning

Exhibitor Program – Initial planning





# Annual Conferences - Planning

## Important Steps

- Education program – Initial planning.
- Other meetings during event – Initial planning
- Exhibitor Program – Initial planning
- Award Program – Initial planning
- Fundraising program – Initial planning.
- Social events - Initial planning

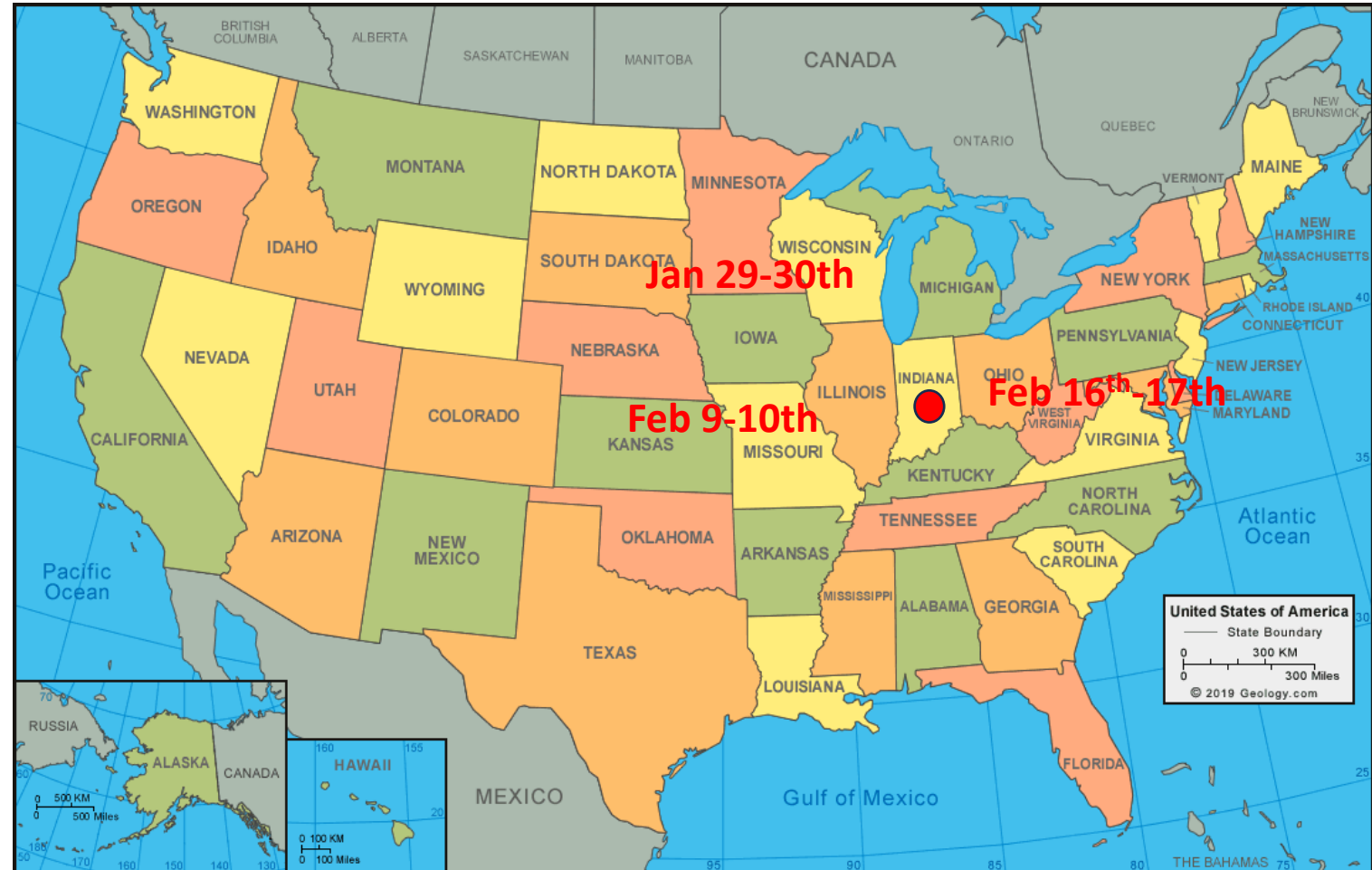




# Annual Conferences – Date & Venue

## Key Considerations

Setting some dates.



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Setting some dates.  
Finding a facility





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# Annual Conferences – Date & Venue

## Key Considerations

Setting some dates.

Finding a facility

Audio Visual





# Annual Conferences – Date & Venue

## Key Considerations

Setting some dates.

Finding a facility

Audio Visual

Food & Beverage





# Annual Conferences – On Stage

Education program – filling the schedule.

Keynote speaker



# Annual Conferences – Getting the Word Out!

Communicating full conference details and schedule

Registration



**OREGON ONSITE WASTEWATER  
CONFERENCE 2023**

*KEEP YOUR BUSINESS MOVING FORWARD!*

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**FEBRUARY 17 | 18**

**EAGLE CREST RESORT - REDMOND, OR**

**REGISTER ONLINE @ [WWW.O2WA.ORG](http://WWW.O2WA.ORG)**

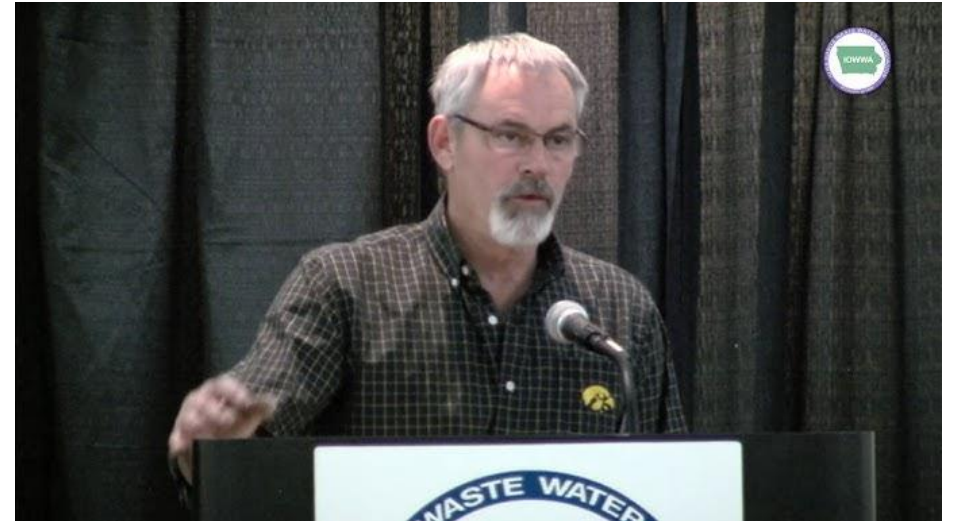


**O<sub>2</sub>WA**  
OREGON ONSITE  
WASTEWATER ASSOCIATION

# Annual Conferences – Final Preparations

Keynote Speaker, presenters and key guests  
On site visit with vendors

The Little Things





# Annual Conferences – The Day Arrives

Exhibitor Set-up

Event Day

Exhibitor sign-up for next year

Planning for the unexpected



# Annual Conferences – The Day Arrives

Post Event

Sending thank you notes

Settling accounts

Final budget

Event report

Recommendations for future conferences.





# Affiliate Tool Kit



# Summary

- Accessible and effective education program is essential.
- Use resources available to you
- Create a conference committee
- Collect and review feedback
- Be innovative!!!



Questions?

# ELEVATE

## Your Association Events

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National Precast Concrete Association

