



# Hosting a Local Area Brewing Science (LABS) Meeting GUIDELINES

Are you interested in holding a LABS meeting in your area? Here are some helpful guidelines to use in your planning process. The LABS Committee will select and approve LABS meetings based upon requests from regional coordinators to host a meeting. When presenting a proposal to the LABS Committee, the regional coordinator should indicate features of the area, facilities being considered, relative costs, and the program being considered.

### EARLY STAGES OF ORGANIZATION

After the LABS Committee has approved the request, the regional coordinator should appoint a planning committee and work with ASBC Staff and their appointed Regional LABS Representative.

### LABS COMMITTEE

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|--|
| Chair, Bobby Monsour, Rahr Corporation                 |
| Member, Patricia Aron, Rahr Malting Co.                |
| Member, Brittney Leann Berg, Lallemand Brewing         |
| Member, Matthew L. Bochman, Indiana University         |
| Member, Jeffrey R. Callaway, Colorado State University |
| Member, Matthew J. Farber, University of the Sciences  |
| Member, Scott R. Lafontaine, Oregon State University   |
| Member, Anna Sauls, Highland Brewing Company           |
| Member, Daniel Ryan Walter, Wicked Weed Brewing        |

### ASBC STAFF CONTACTS

Tressa Patrias, Director of Meetings and Logistics  
Email: [tpatrias@scisoc.org](mailto:tpatrias@scisoc.org)

*Tressa is your point person for preparing a request for proposal (RFP) that is submitted to meeting venues. She also will review any contracts and is your go-to for advice on venue and logistics.*

Linda Schmitt, Program Manager  
Email: [lschmitt@scisoc.org](mailto:lschmitt@scisoc.org)

*Linda is your main contact for your LABS meeting to ensure that it is added to the ASBC website and events calendar and included in marketing promos. She can also offer advice on programming questions.*

Tori Clark, Meeting Registrar  
Email: [Tclark@scisoc.org](mailto:Tclark@scisoc.org)

*Tori is your contact for registration for your meeting. She will create the online registration portal and process payments.*



## LEADTIME

Since there are many considerations involved in convening a LABS meeting, please allow a minimum of at least 6–9 months for the planning process.

## TIMELINE

| Task  | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 |
|---|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Theme Decided On  | █       |         |         |         |         |         |         |         |         |
| ASBC Staff Contacted  |         |         |         |         |         |         |         |         |         |
| Speakers Identified   | █       |         |         |         |         |         |         |         |         |
| Venue Identified  |         | █       |         |         |         |         |         |         |         |
| Regional LABS Rep Contacted                                       |         | █       |         |         |         |         |         |         |         |
| Planning Committee Formed   |         | █       |         |         |         |         |         |         |         |
| Logistics Planning Round 1  |         |         | █       | █       |         |         |         |         |         |
| Budget Round 1  |         |         | █       | █       |         |         |         |         |         |
| Budget Round 1 - LABS/ASBC Approved                               |         |         | █       | █       |         |         |         |         |         |
| Define Pricing  |         |         | █       | █       |         |         |         |         |         |
| Venue Confirmed   |         |         | █       | █       |         |         |         |         |         |
| Sponsors Identified   |         |         | █       | █       |         |         |         |         |         |
| Sponsors Confirmed & Budget Alignment                             |         |         | █       | █       | █       |         |         |         |         |
| Speakers Confirmed  |         |         | █       | █       | █       |         |         |         |         |
| Open Online Registration  |         |         | █       | █       | █       |         |         |         |         |
| Final Details with Venue and Audiovisual Needs Confirmed          |         |         | █       | █       | █       | █       |         |         |         |
| Table & Chairs, Food, Tours Confirmed                             |         |         | █       | █       | █       | █       |         |         |         |
| Budget Round 2 Evaluation with ASBC Staff                         |         |         | █       | █       | █       | █       | █       |         |         |
| Meeting Execution   |         |         | █       | █       | █       | █       | █       | █       |         |
| Wrap Up and Debrief with LABS Committee and recap on ASBC website |         |         | █       | █       | █       | █       | █       | █       | █       |

## FORM A PLANNING COMMITTEE

The more people involved in planning the event the easier and more fun this experience can be; the Committee should be large enough to carry out the scope of the planned meeting, but small enough to be able to work together. *Committee members must also be held accountable for tasks assigned to them.*

Key Committee positions that need to be filled include:

- Committee Chair: Has the overall responsibility for all aspects of the event. Oversees the various committee activities and fills in when needed. Chairs the Committee planning meetings. Coordinates the site selection considerations and is in contact with ASBC Meeting Manager to review and sign the contract(s) for the venue once the site is determined. Prepares interim and final reports as needed.



- **Treasurer/Registration Coordinator:** Works with the Planning Committee and ASBC Meeting Manager to develop a meeting budget including determination of registration fees, meal charges if applicable, printed program materials. Receives all payments, outside of meeting registration. Keeps accurate records of all financial transactions and bank deposits, outside of registrations. Receives a regular list of all attendee registrations from ASBC Registrar. Arranges for people to staff the registration table at the event. Works with ASBC Registrar in the preparation of attendee name badges.
- **Program/Speaker Coordinator:** Works with the Planning Committee and ASBC Program Manager to develop an education program and social event. Works with the Planning Committee to develop a list of potential speakers. Contacts all speakers to determine their willingness to present, advising of the suggested topics, and the date and time of the need. Prepares speaker introductions. Determines speaker's audio/visual needs and takes necessary steps to see that the AV equipment is in the right place at the right time and operational. Works with ASBC Meeting Manager to determine meeting room set-up requirements and communicates these to the Facility and Food and Beverage Coordinator. Prepares "thank you" certificates for all speakers, meeting staff, and volunteers, if applicable. Works with ASBC Program Manager to develop and distribute the meeting survey evaluation, if applicable.
- **Facility and Food and Beverage Coordinator:** Serves as the Planning Committee's point-of-contact with the meeting venue (hotel, restaurant, etc.) staff. Works with the Program Coordinator and ASBC Meeting Manager for F&B needs and meeting room set-up requirements (chairs, podium, tables, etc.) Responsible for working with the on-site Banquet Manager regarding all food and beverage considerations.
- **Publicity Chair:** Is responsible for preparing and distributing meeting flyers, and working with ASBC Program Manager for calendar items, social media posts, and other electronic media promotions for the event. Coordinates activities of photographer, if applicable. Works with Speaker Coordinator and ASBC Program Manager to prepare meeting signage. Works with the Volunteer Coordinator for meeting sign placement onsite, if applicable.
- **Volunteer Coordinator:** Is responsible for recruiting volunteers to serve as session monitors, to assist at the registration table, to be a resource for meeting attendees seeking information about the local area.

### ASBC STAFF SUPPORT FOR LABS MEETINGS

ASBC offers the following services to LABS Meetings at no charge:

- Assistance in site selection
- Contract review and negotiation
- Assistance with budget preparation
- Preparation of detailed financial reports on attendance and finances
- Contact lists and leads for regional area members
- Publicity and Marketing services
  - Free promotion of your event on the ASBC website
  - Free promotion of your event at ASBC Meetings
  - Free promotion of your event in *The Buzz* and on social media
- Graphics and printing support



- Preparation of online registration and processing registrations
- Attendee lists
- Sending of confirmation notices to advance registrants
- Preparation of badges, badge holders, and lanyards
- Preparation of all receipts for meeting attendees
- Preparation of meeting electronic meeting survey
- Assistance with food and beverage orders
- Assistance with meeting room setups
- Audiovisual recommendations

## SELECT A DATE

Determine the date(s) you want to hold your LABS meeting on. To get the best room rate, try to schedule your event for a time of year when travel to your area is down and hotel rates are lower. It is recommended that before selecting a date you check with other ASBC events or regional meetings to avoid conflicts.

## SELECT A SITE

- LABS meetings have been held in brewery banquet rooms or at a university or college campus. Try and avoid holding the event at a hotel to save on costs.
- It is best to select a location where there is food and beverage options onsite or nearby. You may need to check to see if catered food can be brought into the venue.
- Consider where your attendees will be traveling from. Easy access to public mass transportation is important.
- Free and ample parking.
- Be sure to make an onsite inspection. You need to look at the facilities to ensure your needs for space are what you need.

## FUNDING

As with any successful budget, you need to prepare a budget—income and expense. Income comes from registration fees, sponsorships, and advertising fees. LABS meetings should at a minimum have a breakeven budget.

Expenses go to:

- Cost of venue site and meeting space when applicable.
- Food and beverage (corkage fees if applicable)
- Cost of AV equipment
- Cost of furniture rental (chairs, podiums, tables, etc.)
- Reimbursement of speaker expenses when applicable
- Administrative costs (name tags, printed promotional materials, speaker certificates and/or gifts if given, mail and shipping charges, etc.)
- Banking fees especially if credit cards will be accepted for registration payments. Note all registration goes through ASBC (3% of revenue)



- Cost of Event Liability Insurance
- Cost of any onsite signage and decorations
- Miscellaneous factor to cover contingencies (maybe 10-15%)

