

Planning Booklet

Purpose:

The planning booklet is a vital key to communication with prospective specialty attendees. The Planning booklet must answer what, when, where, why and how in a well organized, thorough and concise format.

Responsibilities:

- Prepare a budget and update as necessary.
- Compile specialty information through various specialty committees.
- Design planning booklet.
- Obtain mailing lists from various sources such as BMDCA mailing list, Berner Garde and regional clubs.
- Present information to be included in the planning booklet for approval by specialty committee.
- Obtain final approval from specialty show chairman prior to publication.
- Publish and mail planning booklet.
- Send booklet to those that call and request it after your initial mailing.
- Update mailing lists and forward to BMDCA, Berner Garde and your show superintendent.
- Write a report at end of show regarding your committee, comment on additional recommendations and responsibilities you think should be included here.

Timeline:

- *Immediate and ongoing (12-24 months prior to specialty):* Obtain planning booklets from several previous specialties and prepare an outline of information you will need to include. The following items should be considered for inclusion:

Location & Dates of Specialty

Show Superintendent

Judges

Show Committee

Schedule of Events (Marked Tentative)

Deadline Checklist

Host Site Location Information

Lodging Information/RV Information

Transportation Information & Directions to Show Site

Description of Show (Competition) Events including Contact Persons

Description and Registration Forms for Special Provisions/Events

- Banquets/Receptions
- Juniors' Activities
- Workshops
- Health Screening Clinics
- Dog Food/Water Order
- Reserved/Marked Catalog Sales
- Raffles
- Photo Contests
- Catalog Advertising
- Concessions/Vendor Booths
- Trophies
- Ways & Means - Specialty Memorabilia

- *Summer prior to the show and ongoing (12 months prior to specialty):* Prepare preliminary budget, including items such as design and publication costs, domestic and foreign postage, supplies and reimbursement for telecommunication expenses. The budget should be continually updated with regular reports being given at specialty committee meetings.
- *9 months prior to specialty:* Finalize projected printing and mailing costs subsequent to detailed outline approval by specialty committee and update budget if necessary.
- *Not later than 6 months prior to specialty:* Design and finalize planning booklet verifying all events which require AKC approval. Obtain final approval from specialty committee for publication.
- *6 months prior to specialty:* Forward copy of mailing list to show superintendent.
- *6 months prior to specialty:* Publish and mail planning booklet.
- *Subsequent to mailing:* Update mailing lists as needed.
- *During specialty:* Provide updated copy of mailing list to Berner Garde & BMDCA.

Budget:

<i>ITEM</i>	<i>INCOME</i>	<i>EXPENSE</i>
Design and Publication Costs		XXXXX
Domestic Postage		XXXXX
Foreign Postage		XXXXX
Telecommunications Expenses		XXXXX
Supplies		XXXXX
Other		XXXXX
Total	XXXXX	XXXXX

The planning book will have no income and a fairly hefty expense budget due to copying and postage.

Recommendations:

Communication with committees is imperative! Providing a sample of information from previous planning booklets as well as a brief outline of the information you need will produce timely and accurate replies. It is recommended that all information received from a committee be approved by the committee chair and specialty show chairman to avoid miscommunication.

Consideration should be given to whether one person will receive all registrations, advance food orders, ways & means orders, etc., or whether separate mailing addresses will be required. It is recommended for ease of accounting as well as ease to participants to have one central collection point for all advanced registrations.

Consideration should be given to who will do the printing, collating, stapling, folding, etc. A cost savings may be realized if someone is willing to provide access to duplication equipment as well as donated labor.

A review of postal regulations and mail design publications can be helpful. It is also advisable to check with the postal office in advance of publication to make sure the design meets their automation processing requirements. Domestic and foreign postage rates should be verified; foreign mail processing requirements should also be reviewed. It is also a good idea to avoid the heavy postal service volume during the holiday season. (In other words get your planning book in the mail before Christmas or just after the 1st of the year.)

Be prepared to take phone calls and requests after the planning book has been mailed for those that weren't on your mailing list. You will need to make sure to print 50-100 duplicates of your booklet over the number you mail out, as you will continually get requests.

Communicate with your website coordinator any information that is in the planning book that could be put on your web site. Make sure your name and address is listed on the website for anyone who needs to contact you for a booklet.

When producing your booklet keep in mind you want it to be as cost effective as possible, without jeopardizing the readability of your booklet. Carefully consider your layout scheme, what size of font and what style of font you use. Don't pick a fancy font that does not copy well and is hard to read.

When placing the registration forms, think about what is on the back of them and if, when cut out, it also takes vital information on the back. You wouldn't want to have your dinner reservations on the back of the events schedule. One way to avoid this is to make your middle page your form for all advanced registrations. If sent to one central location then applicants just have to tear loose the middle page and the whole rest of the planning booklet remains with them.

Everyone will be eager to get the planning booklet. Many of the Berner dog fancy plan their annual trek to the National Specialty more than a year in advance. It is the first and most important communication about your event with the dog fancy.

