

## Ontario Outstanding Young Farmers' Event Coordinator

### Job Description

Duties and responsibilities are listed in a time-line format, based on the event taking place in March.

June, July, August of year previous to the event.

- Determine budget for the event with the Treasurer
- Scout hotels in the predetermined location to see what is available and at what cost
- Work with the hotel and OYF Banquet committee to arrange block accommodations for guests, banquet hall and catering for approximately 200 people, judging rooms, hospitality room and room for Sunday brunch, as well as audio visual needs.
- Negotiate the hotel contract for the signing by the OYF chairperson.
- Send out notices and attend the OYF committee summer BBQ/picnic
- Send out request for applications to Martin Streef scholarship to OYF alumni and forward applications to OYF executive

November/December

- Send out requests for nominations to sponsors, farm organizations, alumni, and farm media. Encourage all groups to forward nominations
- Forward all nominated names to the Nomination Committee by December 1<sup>st</sup>
- Update the application form and mail out application packages to selected nominee names given to you from the Nomination Committee (usually around 12-15 nominees to send packages to)
- Determine pre-conference promotion

January

- Draft a letter inviting alumni to the event including agenda. Mail out by middle of the month. (There are about 45 letters to mail.)
- Confirm financial support and send invoices to major sponsors
- Send invitations to national and provincial sponsors
- Confirm sponsor gifts (if any) and spokesperson(s) attending the provincial event banquet
- Solicit for additional sponsorship with assistance from the OYF alumni for table sponsors
- Send invitations to federal and provincial Ministers of Agriculture
- Invite media to attend the banquet
- Arrange for photography and media time at the banquet
- Determine an agenda for the 3-day event
- Send invitations and agenda for judging day and event to judges

February

- With the assistance of the OYF executive, determine three judges for the event and ask them for a photo and short bio for the banquet program
- Copy returned nominee application forms (6 or less) and forward nominee packages to the judges
- Follow-up on sponsorship requests

- Arrange accommodation for nominees, sponsors (if needed), judges (if needed), past winners, OYF planning committee, and national OYF committee representative)
- Arrange for OYF banner to be made
- Arrange for framing of the OYF picture (banner and picture are presented to the winner at the banquet)
- Remind last year's winners to polish up their trophies and bring them to the event for presentation to the new winners
- Arrange for judge's gifts (3 at approximately \$100 each)
- Arrange for gift baskets to be ordered for the nominated couples to be in their rooms when they arrive at the hotel.
- Design OYF certificates for nominees and frame for presentation at the banquet
- Mail/email final agenda to final nominees including hotel information and maps
- Arrange for OYF display board and create display with nominee photos and short bios
- Write bios (from applications) on nominated couples for press releases, and to include on a display in the hospitality room and in the banquet hall
- Create nominee's informal (5 pictures) and formal (12 pictures) Power Point presentations including sponsor's company logos
- Make a CD copy of these presentations for each nominated couple
- Design table cards for table sponsors and "reserved" cards for nominee tables
- Arrange for corsages/boutonnieres for MC, judges, past winners, and nominees for the banquet
- Design and arrange for printing of banquet programs (approximately 175)
- Call OYF alumni as a reminder of the event (unless they are already registered)
- Arrange for promotion of the regional event with both rural and urban media outlets
- Print sponsor recognition boards (for display at the banquet and in the hospitality room)

#### March

- Confirm sponsor attendance (names of representatives) and confirm receipt of sponsorship funds
- Make name tags for judges, sponsors, nominees, and other special guests (alumni already have their own name tags)
- Send the list of sponsors, guests etc. to the MC one week in advance of the banquet
- Co-ordinate a conference call one week prior to the event to bring all OYF committees up to speed and answer any last minute questions
- Confirm meals required with the hotel (also meals for the nominee's children if needed)

#### At the Ontario Region OYF event

- **Day One**
- Be at the hotel prior to 4 pm to confirm room reservations and any last minute preparations with hotel staff
- Verify room for informal night and hospitality room is in order with data projector and screen, drinks and munchies ready
- Verify gift baskets are delivered to nominee rooms prior to their arrival
- Hand out nominee name tags to nominees as they arrive
- Do a dry run of formal PowerPoint program with nominees in private (to ensure correct order of photos)

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- **Day Two**
- Set up snacks/drinks and equipment in judging room before the interviews begin
- Hand out judges' name tags
- Pick-up boutonnieres/corsages and place in hospitality room
- Set up banquet hall with banquet programs, table cards and "reserved" cards for nominees and audio visual equipment and podium
- Set up gift table and easel for OYF picture in banquet hall
- Set up a banquet registration table
- Arrange for a photogenic area and photography of nominees, winners, and sponsors after the banquet
- Set up sponsor's reception in the hospitality room
- Ensure hospitality room is set up following the banquet
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- **Day Three**
- Make sure that the room is ready for the Sunday brunch and a room is available for the Annual General Meeting
- If requested, give your annual report to the OYF AGM
- Make any changes to your duties as requested by discussions at the AGM
- Return to nominees their 8 X 10 pictures, original applications, and confidential financial information. Also give each nominee a complete list of sponsors names and addresses so that the nominees can write thank you letters
- Go over the hotel account with the hotel manager and event organizer
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- **Post Event Duties**
- Determine post conference promotion
- Send thank you letters to sponsors on behalf of the OYF committee
- Send Thank you letters to judges (can be done by OYF chairperson)
- Send thank you letters to media for their attendance – include press release
- Send thank you letters to (non winning) nominees for participating and encouraging them to re-apply in future years if they meet the eligibility requirements
- Determine the total event costs with the OYF treasurer

#### All Year Long

- Maintain relationship with media outlets and cultivate new avenues for promotion
- Implement ideas to build the profile of the Ontario OYF program throughout the province
- Take part in OYF committee conference calls and report progress to committee