



Dress design by Alison Bottemiller from WSU

BUSINESS IN FASHION CONFERENCE



CONFERENCE PLANNING TOOLKIT

Overview and Guidelines for a Successful Conference

| BUSINESS IN FASHION CONFERENCE



What are these?

When you are viewing this toolkit on the Spokane School District CTE website and you see one of these icons, click on it and it will link to a sample document.



Students from Gongaza University and Spokane Falls Community College interact with conference attendees.

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BUSINESS IN FASHION: AN OVERVIEW

The Business in Fashion Conference introduces high school students to various aspects of sustainable careers within the fashion industry. Spokane Public Schools, the Office of the Superintendent of Public Instruction, Spokane Falls Community College, Gonzaga University and Washington State University have collaborated to offer this interactive event. Students learn firsthand from industry leaders and educators what to expect through hands-on learning experiences in this career-focused atmosphere.

First introduced in 2008, the Business in Fashion Conference had 90 Spokane Public Schools' high school students from three different local schools attend the event. In 2010, attendees from 12 different high schools across Washington state participated in the event, supporting 178 high school students.



In 2008, 26 students displayed their projects at an Exhibit Showcase.

PLANNING FOR YOUR CONFERENCE

The coordination of industry professionals, education, and community representatives to provide career-related and interesting activities for a large group of students can be overwhelming. In this toolkit, you will find tried and tested resources to assist in creating your own Business in Fashion Conference. Below is an outline of some the key points we have followed in planning this conference. Also provided are links to previous conference planning tools that will provide more detail. Please remember these are suggestions from previous conferences we have held; each and every conference will be different and bring unique challenges.

Developing a Committee

The first step in planning for the conference is to develop a strong committee. Key members to a diverse committee include: Content Teachers, Tech Prep Coordinator, 2 and 4-year University representatives, state-level personnel, CTE Administrator(s) and Industry Professionals. For a conference like this, the committee collaborates frequently for 6 months to a year. See *The Little Black Book* for additional information on forming a committee.

Committee Responsibilities

The who, the what, the where

- Determine a Projected Budget
- Determine Conference Location and Date
- Determine Lunch Parameters; cost per person
- Establish a Registration Process
- Determine a Conference Theme
- Determine Keynote Speakers
- Determine Hands-on Session Activities
- Get the word out about the conference; this should be on a school, teacher, community and state level.
- Solicit Industry Sponsorship Request
- Create a Student Evaluation Form

Helpful Forms & Links

Below you will find links to several forms that are mentioned in the planning section. Click on the links to view the forms.

The little black book provides additional information about forming a committee, working with volunteers, collaborating with educators and site selection.

Teacher Participation

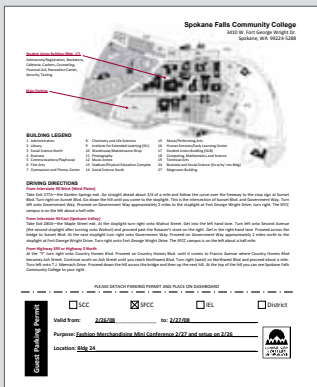
Teacher participation is very important in the planning and designing of your conference. Keep the communication open on a teacher level throughout the entire planning process as they are responsible for key parts in making the conference a success. Located at your right you will find links to a permission slip and media consent form. These both fall under teacher responsibility. The media consent form should not be overlooked. Parental consent will be needed to photograph students for use in promotional materials. See *The Little Black Book* for additional information on collaborating with educators.

Students view student projects during the Exhibit Showcase session.



Getting around the conference

Students will need a campus map to get around campus to find various sessions. At our SFCC conference we combined the map with a guest parking pass all in one to keep things simple. Click on the link below to view.



Conference Logistics

Once you have determined a location, conference date, guest speakers, etc. you can now start thinking about how you are going to get everything there to run smoothly.

Here are some things to think about:

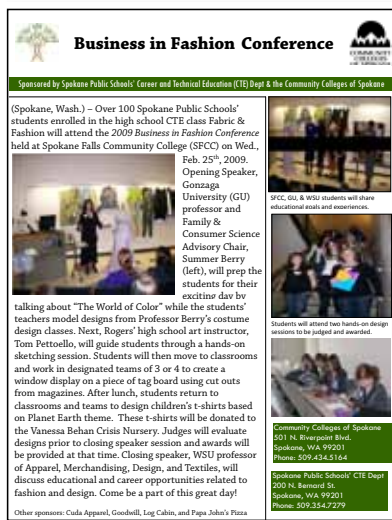
- Technology Considerations: facility and session types will determine what kind of technology you need (projectors, microphones, internet, etc.)
- Facility Capacity; how many students will it hold, etc.
- Campus Map for students, bus drivers, and guest attendees
- Session Materials: magazines, scissors, etc.
- Photography: plan for a photographer to be there taking pictures to capture the event.
- Bus scheduling needs
- Parking passes
- Get the word out. Send out a press release notifying schools, industry, community, etc.
- Resources: All available resources will be needed to make this event a success. Student participation, industry collaboration, post-secondary and secondary program developers are all key resources. This is also a great internship opportunity for high school students. See The Little Black Book for additional information on working with volunteers.

Helpful Forms & Links

The little black book provides additional information about forming a committee, working with volunteers, collaborating with educators and site selection.

GET THE WORD OUT

Newsworthy press releases lead to great publicity that can be used in community relations efforts. Positive media coverage is a direct result of press releases sent to local media outlets. A simple story with photos (at 300 dpi) covering the event's background and purpose should be presented to editors of local newspapers, magazines, TV, and radio stations. Attempt to schedule reporters and news organizations for the event. Oftentimes, the appearance of political figures and other significant persons in the community can establish a reason for coverage. Publicity with smaller, local media such as school papers and community cable channels should also be contacted. It is best to send press releases and other information to a specific someone rather than the general front desk.



Conference Poster

An event poster could be posted to create interest for the event. Not only do posters advertise the event to students, but they are also useful in solidifying prospective sponsorship.

CONFERENCE SCHEDULE & ACTIVITIES

Hands-on activities are at the core of a successful event. Student evaluations indicate that they want to participate in activities that represent the diversity of careers in the industry. The events and activities provided for the participants should be aimed to attract and maintain a high-schooler's attention. Listed below are the key components for your Business in Fashion Conference.

Hands-On Sessions

These are opportunities for students to perform career-related skills and functions. Some of the activities we have done in the past include:

- Sketching Session
- Design your own Prom Dress
- T-shirt Design Competition
- Window Display Design
- Special Effects Makeup
- Identifying Fashion Trends Workshop

- Project Runway
- Touring Global Fashion Careers
- Altered Silhouette Workshop

Keynote Speakers

College students and educators as well as industry leaders and business owners make for dynamic keynote speakers. Incorporate industry standards, education and employee requirements, career and salary options into the presentations. Make it interactive!



Students enjoy hands-on conference experiences!

(Conference Schedule & Activities cont.)

Department and Campus Tours

At each post-secondary site department and campus tours are a part of the conference as our participant evaluations indicate that department and campus tours are well received by our high school and teacher participants.

Other options

- Lunch-time activities (college students display exhibits which are voted on for best design)
- Department and/or Campus tours
- Door Prizes and Gift Bags

2010 WSU BIF CONFERENCE SCHEDULE

Each of the three groups of students will tour the Washington State University Apparel, Merchandising, Design, and Textiles Department (KMAC).

8:45 Conference Arrival:

Busses arrive; students receive name tag badges, resource bags and take seats in Pavilion. Name tag badges (black, grey and crimson) give students group IDs used to cycle through sessions.

9:00 Introduction:

 Nancy Kennedy, SFCC

9:10 Keynote Speaker: Ms. Mary Nagel, OSPI FACSE Supervisor. Touring Global Fashion Careers

9:30 – 9:40: Shift and setup for next event:

Black name tag group leaves for KMAC tour

9:40 Hands-on Workshop: Dr. Carol Salusso, WSU. Visual Flow Analysis Workshop

10:20 - 10:30: Shift and setup for next event:

Hand out water bottles and light snack.
Crimson group leaves for KMAC
Black group returns and sits in front

10:30 Hands-on Workshop: Dr. Joan Ellis, WSU. Identifying Fashion Trends Workshop

11:15 Keynote Speaker: Dr. Karen Leonas, WSU. Global Perspective via Skype from China

11:25 Lunch/Student Judging:

Yoo Jin Kwon, WSU. Sustainability in Fashion Lunch: Audience chooses best designs while cycling through lunch line within color groups, students visit exhibit and vote for favorite.

11:55-12:00 Shift and setup for next event:

Grey group leaves for KMAC tour.
Crimson group moves up to middle

12:00 Hands-on Workshop: Ms. Summer Berry, GU. Altered Silhouette Workshop

12:45 Conference Wrap-up: Dr. Christi Harter, SPS. Door prizes and bon voyage!

1:00 Student Departure: Load buses

Provided below are links to previous conference schedules.

CONFERENCE WRAP-UP

Much like the section on Get the Word Out, the conference wrap up deals with newsworthy press releases that can be used to build community relations. Positive media coverage is a direct result of press releases sent to local media outlets. Unique in origin, the Business in Fashion Conference event can peak the interest of local media and solidify coverage of the event.

Be sure to tally the student evaluations and share the results with all involved in the conference.

Hold a post-conference committee meeting to discuss conference outcomes. During this meeting set up a time in the near future to begin planning for next school year's Business in Fashion Conference!

Sponser Thank You

Here is an example of a Thank-You /Appreciation poster you can make for sponsors and donors that they can display in their office. Be sure to send a personalized thank you to each sponsor.



Student Evaluation Form

Students will fill out a student evaluation form at the end of the conference. Once the conference is over these will need to be tallied, reviewed and taken into consideration for future planning.

Press Release

A second press release should be sent out once the conference is over to cover conference highlights and student participation. Include photos of students who have provided signed parental media consent forms.

Special Thanks to our past committee members:

Spokane Public Schools: Nancy Jewett, Susan Wolf , Susie Stuiivenga, and Dr. Christi Harter

Gonzaga University: Summer Berry

Community Colleges of Spokane: Trina Miller

Spokane Falls Community College: Mary Anne Sanger, Pam Foust, and Nancy Kennedy

Washington State University: Dr. Karen Leonas, Dr. Carol J. Salusso, and Dr. Joan Ellis

Office of the Superintendent of Public Instruction: Mary Nagel

Special Thanks to our past sponsors:



For more information on the Business in Fashion Conference please contact:
Dr. Christi Harter at ChristiH@SpokaneSchools.org or phone: (509) 354-7283.