



NATC 2011: Process and Best Practices

Goal: Self-Sustaining Model

- Coordinator
 - full-time position
 - live and work in area of conference
- Early commitment from host site and local taiko network
- Workshop offerings decided through balance of variety, size, facilities, and equipment available
- Workshop locations designed to minimize drum movements between sessions
- Workshops and schedule set at launch of online registration to push early enrollment

Timeline

- **2.5 years** out: potential host region tests feasibility
- **2.25 years** out: collect and select proposals for host site/date
- **2 years** out: announce site/date; contract site/date
- **1 year** out: confirm Working Committee Chairs and members; brainstorm new activities; contract Coordinator; approve budget

Timeline

- **10 months** out: Coordinator visits host region (2weeks); collect and evaluate workshop proposals; solidify other activity content and housing options
- **8 months** out: Coordinator begins half-time remotely; update/design website registration; select then collect more detailed workshop info
- **6 months** out: Coordinator begins full-time work; Asst Coordinator begins half-time; launch website for early registration with as much information as possible

Timeline

- **4 months** out: Asst Coordinator begins full-time; website regular registration; Marketplace registrations; volunteer sign-ups
- **2 months** out: interns start full-time
- **1 week** out: begin collection/tagging of equipment; logistical run-through with all committee heads present; STI
- **1-2 months later**: all revenue collected; all bills paid; Coordinator submits final report

Budget

REVENUE	209,915
Grants	8,500
Donations/Gifts	12,125
STI Registration	9,000
NATC Registration	131,725
NATC Observer Registration	8,100
Marketplace Registration	1,750
Taiko Jam Tickets	16,950
Merchandise Sales	10,430
Raffle Ticket Sales	3,600
Other	7,735

Budget

EXPENSES	202,660
Staff	47,725
General Conference Expenses	45,120
Welcome Reception	9,380
STI	9,900
Taiko Jam Concert	21,490
Taiko Ten	3,375
Workshops	28,500
Payment Processing Fees	14,000
Overhead	23,170

Budget

- All workshop leaders were provided with housing and meals for first time in NATC history.
- Advisory Board and Local Planning Committee had a fundraising plan but once registration opened, plan was disregarded as it was clear cash flow and bottom line were healthy.

Staffing

- JACCC Advisory Board (1-6 hours per month ongoing)
- JACCC Staff Liaison (1-6 hours per month ongoing)
- Exploratory/Local committee (6-8 hours per month for 2.5 years prior)
- Coordinator (half-time for 2 months remotely; full-time for 6 months on site)
- Assistant Coordinator (half-time for 2 months, full-time for 4 months)
- Interns (full-time for 2 months)

Staffing

- Taiko Jam Producer (quarter-time for 4 months, half-time for 2 months, full-time for 2 months)
- 6 Working Committee Chairs (2-8 hrs/week for 6 months)
- ~24 Committee members (1-4 hrs/month for 6 months)
- 70+ Volunteers (1-36 hrs during conference weekend)

Take-aways

- Coordinator should be full-time and working on/near site at least 6 months in advance
- Complete conference schedule including workshop offerings should be finalized prior to registration

Take-aways

- Clear, concise, timely communication is KEY!
 - Coordinator worked closely with Workshops and Equipment committees to designate rooms with set equipment
 - Workshop Committee communicated early and often with selected workshop leaders about participant numbers, room size, and equipment, determining additional needs/requirements
 - Equipment Committee had preliminary count of each taiko/stand brought and clear tagging system for matching stands with drums
 - Need more transparency between committees regarding registration/database management

Take-aways

- This NATC11 model can be utilized to plan a smaller gathering, as it was here for the TCA Launch Meeting, with adjustments for shorter timelines and smaller staff.

Q & A