

access~~A~~BILITY

YOUTH TRANSITION CONFERENCE 2023

Planning Guide

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Getting Started: 12-18 months out

Establish your goals and objectives

What is your event's purpose?

- **Youth:** Youth gain self-empowerment and confidence in their ability to live as independently as they desire.
 - Youth gain self-empowerment and confidence to lead and control independent lives fully included in community life.
- **Parents:** Parents gain an understanding of the ability of their children and come away with confidence and resources to fully support their child's transition.
- **Community:** The community is improved through the full participation of all people: stereotypes of the ability of the disability community is reduced, community partners are connected, and accessABILITY is seen as a prominent resource for transition.

Goals:

- Gain 25 new youth consumers
- Each parent and youth come away with 5 new resources and/or community-based support organizations they didn't have before
- Gain 5 new community partner within the youth transition space
- Our organization knows how to utilize our partners' services, and they know how to utilize ours

How many people do you want to attend in person?

Minimum 100 youth, 50 parents

How much will tickets cost to attend?

TBD based on amount of sponsorships raised. Ideally, free.

- Pay what you can plan: Tickets would be \$X for a youth to attend, \$X for a parent.
- You can also purchase additional tickets for other students who may not be able to pay for their own.
- Donation based
- Sliding scale

Where/when will your event take place?

- Determined by Young Adult Council
- What other events are happening that day?
- What considerations need to be made for location?
 - Parking?
 - Public Transit?
 - Accessibility?
 - Costs for weekdays/weekend?
 - Accessible/Family Bathrooms?
 - Quiet Space?
 - Accessible Desks?
 - How much space/classrooms are needed?

- Technology needed?
- Possible locations for Conference
 - University of Indianapolis
 - Marian University
 - Would be great to get youth on campus to experience
 - May be able to get location for free through partnerships
 - Hamilton Southeastern High School – hosting transition fair
 - Avon High School – hosted previous transition fairs

Put together a preliminary budget

- Borrow similar figures from past events for a baseline to determine a rough amount of sponsorships needed

Expected Costs

Item	Cost
Location	
Insurance	
Food	
Interpreters	
Keynote Speaker	
Marketing Materials	
SWAG	
Total	

Expected Revenue

Item	Revenue
Sponsorships	
Donations	
Grants	
Tickets	
Exhibitor/Tabling Costs	
Total	

Choose a format and theme

Format/Workshops/Rough Schedule

- Workshops determined by Young Adult Council
- Could pair an accessABILITY staff member with a workshop topic and host to ensure workshop is accessible to all disabilities?

Possible Youth Workshop Topics and Workshop Hosts:

1. Relationships, Consent, and Sex Ed
 - a. Damien Center

- b. Prevail
- 2. Self-Awareness
 - a. Partners from 2020 Youth Transition Cohort
- 3. Self-Advocacy
 - a. Partners from 2020 Youth Transition Cohort
 - i. Donna Fox with YES!
- 4. Conflict Resolution and Setting Boundaries
 - a. HCL Partnership (RTC: RURAL)
- 5. Life Course
 - a. The ARC
- 6. Assistive Tech
 - a. BOSMA
- 7. Employment – What do you want to do in life?
 - a. Fehribach's
- 8. Independent Living
 - a. Partner CIL – The League? APRIL?
 - b. Luke Labas from Board
- 9. Higher Education/Trade
 - a. Marian University (with Saint Joe College)
- 10. Budgeting
 - a. Huntington Bank
 - b. Auditors
 - c. Board member

Parent Workshops:

- Lecture 1: Let your kids mess up: Letting kids go and letting them make mistakes
 - Karly from the ARC
- Lecture 2: Assistive Technology Presentation
 - BOSMA, Patins
- YA Panel and Q&A Section
 - Fehribach's Interns
- Lecture 3: Laws, Guardianship/conservatorship, IEPs, Medicare/Medicaid.
 - Keshia?
- Lecture 4: Disability Pride and Empowerment
 - Tammy?

All:

- Keynote Speaker
- Lunch
 - Birds of a Feather Pairing where there are experts at certain tables you can talk with
 - Housing, Employment experts
 - Specific Disabilities to meet your community
 - Keynote speaker table
- Info Booth Fair
 - Runs until 3:30

Schedule:

Time	Youth	Time	Adults
8:30 – 9:00	Check In/Refreshments	8:30 – 9:00	Check In/Refreshments
9:00 – 9:45	Keynote	9:00 – 9:45	Keynote

9:45 – 10:00	Break	9:45 – 10:00	Passing/Bathrooms
10:00 – 10:30	WS1	10:00 – 10:50	Lecture 1: Karly
10:30 – 10:45	Break		
10:45 – 11:15	WS2	10:50 – 11:00	Break
11:15 – 11:30	Break	11:00 – 11:45	Lecture 3: Laws
11:30 – 12:00	WS3		
12:00 – 1:15	Info Fair & Lunch	12:00 – 1:15	Info Fair & Lunch
1:15 – 1:45	WS4	1:15 – 2:00	Youth Panel
1:45 – 2:00	Break	2:00 – 2:15	Break
2:00 – 2:30	WS5	2:15 – 3:00	Lecture 2: AT
2:30 – 2:45	Break		
2:45 – 3:15	WS6	3:00 – 3:15	Break
3:15 – 3:30	Break		
3:30 – 4:00	WS7	3:15 – 4:00	Lecture 4: Pride

Theme and Title

- Destination Independence – space, maps (chart your course), launch your future
 - Need approval from Young Adult Council

Research keynote speakers

- Determined by the Youth Council
- Research speakers who have spoken at similar events to yours
- Compile a list of your ideal speakers
- Determine your value proposition to potential speakers before reaching out
- Contact your ideal speakers and invite them
- Ensure choice is diverse and intersectional
 - Britany from ArtMix
 - [Emily Ladau](#)
 - Kara Ayers
 - Maria Town
 - Claudia Gordon

Begin sponsorship search

See [Appendix A](#) for Sponsorship Levels

Begin Marketing

- Create a flyer for upcoming transition fairs we are attending on Feb 28th
- Create a website page
 - At least a “sign up for more information” page

Developing Support: 9-12 months out

See [Appendix B](#) for timeline

Young Adult Focus Groups

Young Adult Council

- Bloomington Self Advocates, through the Self-Advocates of Indiana, through the ARC
- Stone-belt

Conference Subcommittee

Getting granular: 6-9 months out

Finalize speakers

- Balance your agenda to keep attendees engaged
- Sign your speakers and panelists
- Get bio information and photos (for advertisements later)
- Arrange travel and accommodations

Organize your financials

- Choose your ticketing or registration technology
- Finalize sponsors and their contributions
- Set your ticket prices (VIP, early bird, and launch sales)

Build Website

- Craft copy and images that faithfully communicate the attendee experience
- Update your site with conference details and information
- Make sure your website is mobile-optimized

Begin to promote your event

- Develop a messaging doc aligned with your event brand
- Spark early interest with email and social media
- Reach new eventgoers with paid advertising and event distribution
- Distribute your event on online event calendars
- Write blog posts about your event
- Create promo videos
- Utilize partnerships to advertise to their audiences
- Coverage in local news/bulletins/radio
 - IHeartMedia Grant
- Include in cold calling in Outreach Plan

Finalize venue details

- Work with caterer on approving the menu
- Secure A/V equipment, accessibility equipment, and WIFI
- Review security needs and plans with your team
- Make sure you have special permits, licenses, and insurance
- Determine event signage and attendee communication plan
- Ensure accessibility needs are identified

Draft a schedule

- Put together a working draft of your event's schedule
- Finalize vendors that will be hosting workshops
 - Ensure vendors have supplies needed for booths
 - Ensure vendors understand accessibility needs of audience
- Communicate schedule with participants

Finalizing details: 3 – 6 months out

Send reminders

- Engage attendees on email and social media
- Reach out to speakers, panelists, and sponsors to make sure they're taken care of
- Ask attendees about accommodations needed
- Contact vendors to confirm their commitments

Push promotions to meet your attendance goals

- Rekindle interest with retargeting
- Encourage last-minute buyers to register on email and social media
- Organize a volunteer workday to begin putting things together (agendas, signage, etc.)

The month before your conference

Set up pre-conference run through

- Establish panel of various disabilities to test workshop accessibility

Finalize event schedule and scripts

- Confirm timeline and guidelines for vendors with the venue
- Make sure everyone has the same schedule
- Get sign off on any speech scripts and copies of any presentation files

Communicate final details with your partners

- Update the caterer and venue with final registration numbers
- Confirm your schedule with vendors, including when to arrive and set up
- Double check the A/V, WIFI, presentation files

Post conference

Survey your audience

- Send surveys to your attendees and ask for feedback
- Send surveys to vendors and staff to measure success
- Collate feedback to use for planning

Prepare content for distribution

- Prepare video content, keynote speeches, and blog posts for distribution
- Send useful content to attendees via email to keep engagement after the event
- Send out vendor lists with contact information

accessABILITY

LEAD SPONSORSHIP OPPORTUNITIES

Title sponsor

BARRIER BREAKER

- Conference title sponsor
- Blog post written about company and promoted on our website
- A monthly dedicated social media post about your company for an entire year
- Thank you video created from our company to yours
- Community Builder Sponsorship Package +

\$15,000

\$1000 provides

19

month long bus passes

COMMUNITY BUILDER

- Opportunity to do a video introduction of company promoted at conference and social sites
- Blog post written about company and promoted on website
- Company logo displayed on website, social sites, newsletters, and select promotional materials
- Activist Sponsorship Package +

\$10,000

\$1000 provides

1

full transition from nursing homes to independent living

ACTIVIST

- Opportunity to introduce presenter during conference
- Company logo displayed on website, social sites, newsletter, and select promotional materials
- Empowerer Sponsorship Package +

\$5,000

\$1000 provides

6

individuals with assistive technology

EMPOWERER

- Company logo displayed on website, social sites, newsletter, and select promotional materials
- Social media introduction and thank you on all social sites
- Peer Supporter Sponsorship Package +

\$2,500

PEER SUPPORTER

- Company name on a section of event such as food sponsor, entertainment sponsor, information fair sponsor, etc.
- Two social media mentions over the year
- Verbal thank you during event

\$1,000

Checks payable to accessABILITY
Mailing Address: 9105 East 56th Street, Suite 308,
Indianapolis, IN 46254



For questions, contact Jessica Minor
jminor@abilityindiana.org
317-926-1660 ext. 247



COMMUNITY SPONSORSHIP OPPORTUNITIES

Entertainment and
Keynote Speaker Sponsor

Food and Beverage
Sponsor

Disability Education
Sponsor

Information Fair
Sponsor

PEER SUPPORTER SPONSOR

- Company name on one of the options on the left, hosting a section of one of our large, upcoming upcoming events
- Two social media mentions over the year
- Verbal thank you during event
- Gold Sponsorship Package +

\$1000+

GOLD

- Name on volunteer t-shirt
- Sponsor mention in newsletter
- Opportunity to have a vendor table at event
- Silver Sponsorship Package +

\$500+

SILVER

- Logo on event flyer
- Name on rotating presentation through event
- Bronze Sponsorship Package +

\$300+

BRONZE

- Logo and link on event webpage
- Social media mention
- Individual Sponsorship Package +

\$250+

INDIVIDUAL

- Name on signage during event

\$100+

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Appendix B: Timeline for launching Focus Groups, Young Adult Council, and Subcommittee

Key:

Focus Group
Subcommittee
YAC
Conference

Task		Date
Determine Jess, Paige, and Emma's roles	March	3/28/2022
Update conference document		3/30/2022
Put tasks in Monday.com		3/30/2022
Determine goals and measures of success	April	4/5/2022
Determine goals and measures of success		4/5/2022
Determine goals and measures of success		4/5/2022
Determine purpose - what are we trying to find out		4/5/2022
Determine role in directing organization		4/5/2022
Role in conference planning		4/5/2022
Role in conference planning		4/5/2022
Finalize logistics: consent/parental consent, how to consensually take demographic data, recording consent, number of participants, transportation, etc.		4/5/2022
Create questions		4/5/2022
Set date/time/location frame (finalized later with doodle poll from youth)		4/5/2022
Compile youth community connections for outreach		4/8/2022
Find youth		4/8/2022
Finalize planning outline		4/12/2022
Finalize planning outline		4/12/2022
Create doodle poll for info/meeting time		4/12/2022
Invite youth		4/15/2022
Finalize logistics: location, time, frequency, length of term, insurance, consent, compensation, scholarship		4/18/2022
Determine budget for hosting YAC, and for YAC to utilize in projects		4/18/2022
Determine council member roles and position duties		4/18/2022
Finalize logistics: location, time (from doodle poll later), frequency, length of term, insurance, number of members		4/18/2022
Create outreach plan/find youth		4/19/2022
Create invitation wording		4/22/2022
Create advertisements (sm, flyer, website, etc.)		4/22/2022
Meet with experts to determine we are going in the right direction (Karly)		4/27/2022
Determine recording option and test technology	May	5/5/2022
Prepare host and notetaker		5/11/2022
Write application - where is this submitted?		5/11/2022

Write interview questions		5/11/2022
Launch ads/flyers - Invite youth		5/16/2022
Host		5/16/2022
Schedule interviews as applicants apply		5/16/2022
Send thank you and follow ups		5/17/2022
Compile data and create follow up plans		5/20/2022
Create roles, duties, and expectations		5/23/2022
Who will host meetings? Compensation? Prepare host		5/23/2022
Finalize planning outline		5/23/2022
Determine who to invite		5/23/2022
Thank you? Food? Swag?		5/23/2022
Write invitations		5/26/2022
Create doodle poll for info/meeting time		5/27/2022
Invite		5/31/2022
Applications close	June	6/10/2022
Create 1st meeting agenda		6/15/2022
Interviews close		6/17/2022
Finalize YAC members		6/20/2022
Notify selected YAC members		6/20/2022
Create 1st meeting agenda		6/21/2022
Determine and prepare host and notetaker		6/21/2022
Send calendar invites for doodle poll meeting link		6/27/2022
1st meeting - YAC launch day		6/27/2022
Email members meeting information: goals, agenda, expectations, etc.		6/27/2022
Launch 1st Meeting		6/30/2022