

**(2007) Virginia Business Opportunity Fair
Leadership Steering Committee**

Committee's Charge

I. VBOF Committee Co-Chairs/Chair:

- a. Primary role is to provide guidance and leadership around the committee's recommendations and to support the committee's decisions
- b. To provide the committee and VMSDC staff with resources directly or indirectly to ensure a successful VBOF
- c. To serve in a ceremonial role at all events pertaining to and/or involving the VBOF event
- d. To serve a key spokesperson(s) in conjunction with VMSDC President on matters related to VBOF
- e. To provide financial leadership

II. Marketing Committee:

- a. Primary responsibility of this committee is to develop a VBOF marketing plan
- b. To promote the VBOF event
- c. To promote corporate member and MBE participation by highlighting success stories
- d. To promote the Virginia Minority Supplier Development Council (VMSDC) and increase education and awareness of our organization and its mission

III. Event & Facilities Management Committee (Chair)/Committee:

- a. Primary role is to secure contracts with selected facilities for the VBOF event
- b. To negotiate all contract requirements in the best interest of the VBOF event and VMSDC
- c. To manage expenses/revenue and to ensure a successful event
- d. To manage all vendors selected for the VBOF event
- e. To oversee all VBOF committees
- f. The Chair of this committee is an ex-officio member of all VBOF committees and will have the authority to direct committees in the event that a chair is not present
- g. The Chair of this committee is the primary point of contact and key spokesperson in conjunction with VMSDC President for all event related matters

IV. Corporate, Government, Education & MBE Committees:

- a. Primary responsibility of these committees is to create an awareness of the value of the VBOF event experience and to promote the mission of VMSDC
- b. To engage corporate, government, MBE and educational institutions in participation in VBOF

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- c. These committees must work together to coordinate a cohesive approach to participation
- d. Goal: to increase attendance by (%) over VBOF 2006**

V. Sponsorship Committee:

- a. Primary responsibility of the committee is to secure VBOF sponsors at all designated levels
- b. To create an awareness of the value of the VBOF event and to promote the mission of VMSSDC
- c. This committee will work closely with corporate, government, education, and MBE participation committees to accomplish their work
- d. Goal: to increase sponsorship by (%) over VBOF 2006**

VI. Finance (Chair)/Committee:

- a. Primary responsibility is to manage the VBOF budget in conjunction with the Events & Facilities Management Chair, Co-Chairs, & VMSSDC President
- b. To ensure that the committee understands its goals/targets and remains within set budget guidelines
- c. Goal: to increase the revenue by (%) and to decrease overall expenses**

VII. Workshops Committee:

- a. Primary responsibility is to develop relevant and timely workshops for corporate, government and MBE conference participants
- b. To engage participation from local, regional and nationally recognized experts on topics related to supplier diversity, procurement and minority business development
- c. This committee works closely with the Marketing and Special Arrangements Committees
- d. Goal: to plan workshops that are interactive and provide "take aways" or a POA for attendees**

VIII. Publications (Chair)/Committee:

- a. Primary responsibility is to develop and/or review all printed event material
- b. This committee works closely with the Events & Facilities Management, Marketing, and Special Arrangements Committees
- c. Goal: to ensure the accuracy of information for all printed materials and grammatical content is appropriate**

IX. Golf (Chair)/Committee

- a. Primary responsibility is to produce a successful golf tourney
- b. To coordinate with golf representatives and Events & Facilities Management Committee on any and all matters related to securing the course and meeting the facility requirements

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- c. To manage event day
- d. To meet the objective of the event by matching corporate members and MBEs for informal networking opportunities
- e. To ensure that golfers have a great golfing experience.
- f. **Goal: to increase the matchmaking opportunities; therefore, increasing golfers by (%) over VBOF 2006**

X. Registration & Volunteers Committee:

- a. Primary responsibility of these committees is to provide attendees with a "user friendly" registration experience
- b. To provide great customer service pre-event and on-site
- c. To be proactive in our approach to foreseeable registration issues
- d. To actively recruit volunteers for all VBOF scheduled activities
- e. To train volunteers on the facility, the event format, our customer base, and to recognize our dignitaries
- f. This committee works closely with Workshops, Golf, Events & Facilities Management and the Special Arrangements Committees
- g. **Goal: to use technology to enhance our registration process and to widely distribute registration information in a timely manner; and 2) to provide all conference attendees with a pleasant VBOF experience**

XI. Special Arrangements (Chair)/Committee:

- a. Primary responsibility of this committee is to secure the keynote speakers for the Plenary Session, Luncheon and VBOF Banquet; and to work closely with the Workshops Committee on confirming speakers and presenters
- b. The committee chair oversees the work of all other VBOF committees and serves as the ex-officio member in the absence of the Chair
- c. The Chair of this committee works closely with the Finance, Sponsorships, Marketing, Publications and the Events & Facilities Management Chairs
- d. The Chair of this committee is generally the VMSDC President
- e. The committee is also responsible for special gifts and presentations and serves in conjunction with VBOF Chairs/Co-Chairs as the official spokesperson for the event
- f. **Goal: to confirm keynote speakers by or NLT November 1, 2006 and to work closely with VBOF Co-Chairs to enhance VBOF/VMSDC marketing efforts for a successful event**