

IMA Americas Accounting and Finance Conference

Committee Work Timeframe: Start Date: August 2024

1. Purpose:

The purpose of this volunteer committee is to provide input on the education program content associated with IMA Americas Accounting and Finance Conference. Committee activities include reviewing the existing ratings process, soliciting, and rating speakers and content for concurrent sessions at the annual conference and exposition. This committee will work directly with the IMA Conference Team who is responsible for designing, implementing, and running the Conference.

2. Strategic Alignment:

Career-centric Product Development: The event delivers education, networking, and engagement opportunities, all directly in line with IMA's overarching mission. There is also an opportunity to engage potential new members to grow the association.

New Markets and Prioritized Existing Markets: There is also an opportunity to engage potential new members to grow the association through this conference.

3. Activities to be performed – work collaboratively with staff to:

Review overall conference and session ratings and all formal/informal feedback from prior year.

- Review session ratings process and make changes to online evaluation process as necessary.
- Work closely with the Staff Liaison to identify and solicit speaker submissions for pre-conference and concurrent sessions. This involves selecting possible speakers who align with and support the overall conference program objective and theme, complement the remaining speaker lineup, and cover a balanced range of topics relevant

to management accountants. Selections must also align with budget considerations established by IMA staff.

- Review and rate speaker session submissions during Call for Sessions rating process.
- Working with the Staff Liaison, select speakers for pre-conference workshops/concurrent sessions and provide ideas for general/keynote sessions - ensuring a balanced program for attendees.
- Facilitate relationships for general/keynote session speakers if needed.
- Help identify volunteers to moderate sessions and facilitate roundtables.
- Document lessons learned for the next program team – what worked, what could be improved, etc.

4. Committee Member Parameters and Characteristics:

Parameters:

- The Volunteer Leadership Standing Board Committee will select the Committee Chair. Staff, working with the Chair, will select the committee members.
- Program Committee members will not be able to deliver a session at the annual conference, to avoid a conflict of interest and ensure objectivity in the ratings process (applies to general/keynote, concurrent and pre-conference workshop sessions but not “roundtable” sessions).
- The Committee shall have at least 6 members but shall not exceed 8 members including the Chair.
- The program team should ideally represent various diverse IMA constituencies, including but not limited to small and mid-size

business, academia, corporations, young professionals, the local chapter/council and more.

To serve on the committee, members must be an active IMA member who has attended at least one IMA conference.

Characteristics:

- Engaged IMA member familiar with the management accounting body of knowledge
- Strategic thinker
- Broad global business background
- Prior experience with program conference planning in any organization desired but not required
- Excellent communications, team orientation and interpersonal skills.
- Available to meet (preferably in person) during the Presenter Review process (typically held late September and early October)

5. Achievements

The primary achievement is delivery of a compelling program that meets the balanced measurements/goals set for the program.

6. Measurements/KPI's

Total paid attendees

Increase in new member attendees

Attendee survey satisfaction

Speaker satisfaction

Staff Liaison: IMA Director of Events and Conferences