

IBoD Leadership Conference Director Job Description

NEWH Vision and Mission

Vision: “The Hospitality Industry Network”

Mission: NEWH is the international nonprofit community connecting the hospitality industry, providing scholarships, education, leadership development, and recognition of excellence.

Expectations of International Board of Directors (IBoD) Members

- Read, understand, and agree to the following by signing:
 - NEWH Code of Ethics, Rights and Responsibilities
 - NEWH Conflict of Interest
 - NEWH Code of Conduct
 - NEWH Travel Disclaimer
- Understand that to serve in a leadership role in NEWH is a privilege and that actions represent and reflect upon NEWH. Through personal and professional conduct, uphold and maintain beyond reproach the dignity of NEWH. Avoid compromising the interests of NEWH for personal/ professional benefit.
- Maintain confidentiality in all confidential matters.
- Foster Equity and Inclusion to support Diversity in all NEWH programs.
- Be informed about the mission, services, policies, and programs of NEWH. Understand the policies and procedures of NEWH.
- Be familiar with NEWH, Inc. finances, budget, and financial/resource needs. Obtain approval from the NEWH, Inc. IBoD or Executive Committee prior to committing NEWH, Inc. funds, trade-outs and/or barbers.
- Help communicate and promote NEWH mission and programs to the community. Be alert to community concerns that can be addressed by NEWH mission, objectives, and programs.
- Ensure all records and other collateral materials remain the property of NEWH and are turned over to the successor or to the NEWH, Inc. Office.
- Attend and participate in required meetings on a regular basis.
 - Study agenda and supporting materials prior to Board and committee meetings.
 - Keep the “personal” out of Board meetings.
- Attend Orientation / Training / Strategic Planning as required/requested.
- Attend IBoD meetings, *minimum of two per year required*.
- Attend biennial Leadership Conference.
- Provide a written report of goals, objectives, and activities 30 days prior to all IBoD meetings.
- Serve as requested by the President and Executive Committee in any project related to the mission of NEWH, Inc.

**Members of the IBoD share responsibilities while acting in the interest of NEWH, Inc. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

Purpose

- Plan and execute the biennial NEWH, Inc. Leadership Conference.

Major Responsibilities (see [Task List](#) for More Details)

- With input from the Events Vice-President based on the annual strategic planning session of the Executive Committee and feedback from the Executive Committee and IBoD on progress reports, manage the planning and execution of the biennial NEWH Leadership Conference.
- Form and manage the Leadership Conference Committee to assist in the various aspects of managing the planning and execution of the NEWH Leadership Conference.
- Participate in regular communications with the Events Vice-President and NEWH, Inc. Staff to assess progress on planning and executing the Leadership Conference, address obstacles, and prepare progress reports to NEWH, Inc. Executive Committee and IBoD.

Length of Term

- The Leadership Conference Director position is two years, six months (2.5) years and may serve two (2) terms.
- No person shall serve on the NEWH, Inc. IBoD more than five (5) terms or ten (10) consecutive years.

Accountability

- Reports to Events Vice-President, NEWH, Inc. President, and NEWH, Inc. Office.
- Submit reports for all Executive Committee and IBoD meetings on time.

Outside Resources and Relationships

- Represent NEWH, Inc. and be aware of events being held by other industry organizations, businesses, and educational institutions.

IBoD Leadership Conference Director Task List/Timeline

Timing	Category	Activity
During Planning	Leadership Conference Committee	Develop / manage Leadership Conference Committee and subcommittees for planning and executing the biennial Leadership Conference. <ul style="list-style-type: none"> Develop a committee made of select EC Members, NEWH Staff, and members of the hosting Chapter/Regional Group for focus on local venues, speakers, and activities.
Monthly, at minimum	Leadership Conference Committee	Lead Leadership Conference Committee meetings/emails as needed.
	Marketing	Review marketing plans and materials for all phases of executing the Leadership Conference with Events Vice-President for approval, and then align with NEWH, Inc. Staff and Communications Vice-President for implementation. <ul style="list-style-type: none"> Please note: All graphic materials are created by our graphics contractor managed by NEWH, Inc. Staff.
As Required / Requested	Leadership	Participate in regular communications with Events Vice-President, Leadership Conference Committee, and NEWH, Inc. Staff to assess progress on planning and executing the Leadership Conference, address obstacles, and prepare progress reports to NEWH, Inc. Executive Committee and IBoD. <ul style="list-style-type: none"> Monthly communications on a regular basis. Biweekly/weekly communications 6 months prior to the event.
As Required / Requested	Leadership	Attend Orientation / Training / Strategic Planning as required/requested.
Jan / May / Nov	Leadership	Attend IBoD meetings (2 of 3 each year). <ul style="list-style-type: none"> Jan – via ZOOM. May – in conjunction with HD Expo in Las Vegas. Nov – in conjunction with BD/NY in New York.
Jan / May / Nov	Leadership	Provide a written report of goals, objectives, and activities 30 days prior to all IBoD meetings.
Every 2 years	Leadership	Attend biennial Leadership Conference.

ADDENDUM

Leadership Conference Planning Outline

- Create a 2–3-day conference agenda
 - Thursday evening welcome party, Friday and Saturday in conference, optional Sunday morning farewell or activity o Major events
 - Welcome party
 - VIP Reception
 - President’s Dinner
 - Keynote speakers
 - Executive Forum (Owners’ Roundtable)
 - Breakout sessions
 - Panel Discussions
 - Scholars/Award of Excellence event (seek support for Vice-President/ Scholarship and Director/Scholarship)
 - Concierge Events
- Subcommittees:
 - Scholars event
 - Agenda and Speakers
 - Executive Forum (Owner’s Roundtable)
 - Activities and local events
 - Marketing
 - Work with NEWH, Inc. Staff and Director/Social Media to develop online and print marketing and social media campaigns
 - Provide timely information and data for marketing materials
 - Please note: all graphic materials are created by our graphics contractor managed by NEWH, Inc. Staff
- Set up a platform to allow participants to attend virtually the two keynote speakers
- Timeline re Leadership Conference
 - 16 months out, finalize host region/Chapter/Regional Group
 - 14 months out, begin advertising calendar
 - 12 months out, announce final dates, venue and keynote speaker
 - 12 months out, advertising
 - 12 months out, finalize budget and sponsorship requirements
 - 6-8 months out, finalize agenda and speakers
 - 6 months out, open registration for conference
 - 3 months out, finalize Food and Beverage