Hi,

This is an outline for the 7/2 Nakasendo Conference at 市民会館うらわ. It is intended for those who seek to gain experience and develop ability in hosting a small conference, and to help execute the goals of the Nakasendo conference, reviewed here in lay terms:

1. Improve relations of English and Japanese language educators
2. Spotlight groups involved in language education
3. Provide a space for students

Additionally, **this upcoming conference should be used to produce a set of procedures, web-forms, and documents to create a Small Conference Template**. All involved in this process will be properly credited with the formation of this “conference in a box,” a very much in-demand product which does not yet exist.

A few thoughts before any further details are shared:

* A small to medium conference, executed well, is terribly satisfying.
* Plan with the future in mind. “Don’t do anything you don’t want to do next year”
* Consider modesty and perhaps not offer the following things: streaming, video recording and editing, on-site refreshments, bento orders.
* What really matters on the day are making sure people have the information necessary to choose who they will see speak, that the maps/timetable are accurate, and that meetings start and stop on the clock each time, every time.
* Officer positions should not be taken “to get them done” - there is valuable, useful experience here, and the tasks should be completed with vigor for your own benefit as well.   
  Again:
* A small to medium conference, executed well, is terribly satisfying.

Now that we have that clear, the details will start piling up quickly.

1. Site and Location
   1. Date Conflicts
   2. Accessibility
   3. Booking Considerations
      1. Org/Tabling Space
2. Modular Approach to Groups
   1. Groups to Approach
3. Programming
4. PR
5. Support before the day
   1. Officers
   2. Tasks
6. On the day
7. Succession
8. Optional: Proceedings
9. Wait, what about sponsors?

I’m going to give you concrete data before issuing any recommendations.

**1. Site and Location**

**1.1 Date Conflicts**On the date of July 2nd, Sunday, JALT’s Business Communication SIG (BizCom) will be hosting the second day of a 2/2 conference in Osaka. There are currently no other conflicts on ELT Calendar.   
Within a month of the conference, major events include the JALT CALL (Computer-Aided Language Learning) conference in Matsuyama June 16-18th, and the Asia TEFL in Yoyayakarta, Indonesia July 13-15th. Niigata will host Chris P. Madden on July 9th in a regular meeting.

**1.2 Accessibility**The location, 市民会館うらわ, is located north-west of Urawa station (about six minutes), which makes it accessible from Kehin-Tohoku, Shonan-Shinjuku, and Ueno-Tokyo lines. There are convenience stores, restaurants, shopping, and parks nearby, and options for refreshments following the conference in relative abundance.

**1.3 Site Booking Considerations**At this time, all reservations for rooms have been made and paid for by Saitama JALT chapter using chapter funds. There will be some additional expenses for the main stage’s lighting and sound, which requires a stagehand for operation.

**1.3.1 Org Space / Tabling for Vendors**

Organizations and vendors will have a dedicated room on the first floor of the conference (room 101). Additionally, there is a much smaller space directly in front of the main hall which can accommodate a limited number of groups, if we choose to have less partners.

**2. Modular Approach to Groups**

Please consider the following approach as a guide for how to engage other groups. I have found the following list to be egalitarian and reasonable, and is a reflection of previous Nakasendo engagements.

Simply put, each group which joins Nakasendo needs to provide the following:

* 2 members to support on the day. (This includes tabling for themselves, as well as managing a room as a time keeper, a “chairs are back in order” person, and as a messenger if need be. These two members will be well informed of the facilities and manner in which to get help if need be.
* For ESTEEM, ETJ Saitama, and JACET: 5 Guests
* For JALT groups, 8 guests
* Web page link to website
* FB and/or mail promotion to website (3-4 times)
* Host an open call for presentations from their members
* A donation of ¥10,000 is appreciated.

Participating groups would receive the following:

* Tables for tabling
* Billing on the website and program
* (Optional) billing on the conference proceedings
* 2 Unvetted Slots

If there are additional requests, we will hear them. The first request is usually, “will you be paying for my volunteer’s transportation and entrance fee?” No, we all pay. It’s an easy line. It works.

**2.1 Groups to Approach**

At its core is the collaboration of Saitama JALT and partners from AJET, ETJ, ESTEEM, and oft-collaborators CT-SIG. As Saitama and Gunma have proven their mettle in collaborations, we would like to see them play a role, and it would be nice to see Ibaraki and Yokohama back at the table.

We need to directly approach universities again for their student’s engagement. I will be able to provide a list of all previously-engaged universities in a moment.

Beyond that, the chapter, conference, and myself personally have relations with JALT Younger Learners SIG, JACET, Mabuhay Classroom, and then non-Saitama ETJ and FETJ chapters. Additionally, all universities which can produce students are the places we should be contacting. Finally, I would love to see IXIA, HeNDA, and JPA debate-affiliated groups contacted for their return as well. Saitama and the conference both have strong engagement with debate.

We have not previously formally engaged JACET, Peace as a Global Language, SIETAR, JII or even JALT Tokyo, but no time like the present.

**3. Programming**

The hall can be reserved for our opening and closing ceremonies, as well as any plenary speaker (as yet, none, but something short and sweet would be killer - 10-20 minutes, like a TED Talk, rather than 40-50 minutes.)

Beyond that, please see the previous timetable for reference. Formats that work well are round-robins for our student presentations, and a midday (or preferably, early-morning) poster presentation.

**4. PR**

I do not want to see a lot of one-person pushing everything; this is why we have a modular approach. We will have on very smart, very complete website.

It must have

1. All participating groups

2. Access, clearly labeled

3. The final programming list exactly as presented

4. Contact form for individual engagement

5. Contact form for questions

6. Small “about” page

It has been shown quite a few times that this can be done on Weebly without any pain, and can be updated remotely by several people. Currently, Saitama hosts this website. With negotiation, it could be migrated to a separate domain. This is because Nakasendo should be “someone’s” responsibility for the times between periods of principal activity, and in my experience, if a chapter or SIG name is prominently attached, it gets handled in a timely manner.

**5.1 Officers**

The positions are defined by work function; as such, it does not reflect a minimum set of officers. In practice “Online Manager” has happened by committee with two executors, and “Site Coordinator” generally concerns work that should be done before the conference, and “Online Manager” was often a chair.

1. Chair / Co-Chair - these are people who are ultimately responsible for seeing things done

2. Treasurer - This is the person ultimately responsible for seeing the all front-desk people are trained in providing receipts, keeping money, and asking the treasurer if there are any problems. They will cut checks for honorariums, if any, and receive signatures, if any. Finally, a nominal income/expenses report will be accounted - not for the purposes of making money, but to make a record for the next time.

3. Site Coordinator - This is the person who will be trained in speaking between messengers and the site itself. Yes, the site does have people. If there is a sign missing, or an item missing, or power not turned on, this is the person you would turn to. They will be well-informed, as well as have a good measure of autonomy to deal with with these tasks as need be.

4. Website manager - This is an easy position; the website will probably be built before this person even has to take charge. However, they do need to be able to update if requested. It is also helpful to have a non-chair doing this, as external site managers are also proofreaders and question askers like, “how come there’s no phone number provided along with the address” and other such reasonable questions.

5. Program Big Boss - One person has final say over what works and who goes where. This is a task which can be resolved by committee, but the task is as valuable as the experience it generates, which is worth much less when spread around a few rather than being collected into one single person.

6. Online Manager - Whoever can type “purdy" will be doing this; we need one person who is the final say that “this email looks good and not weird and I will send it.” They will also need to send back questions to the relevant people as need be, which can be kind of a bummer.

7. Print Design - Easy to visualize layout, nothing confusing. Dropping titles from the quick-look view of presenters makes this easier, so long as it can be found clearly in the abstracts or reverse lookups. The ETJ Expo One-Sheet guide is fine as well if this is not your cup of tea.

Registration and Marketplace in 101; Student Posters 2:00-2:50

| Hall | |
| --- | --- |
| 10:00-10:50 | Paul Country |
| 11:00-11:50 | Steven Grouper |
| 1:00-1:50 | Averil Coxleg |
| 2:00-2:50 | Jinzo Abe |
| 3:00-3:30 | Kanye East |

| 603 | |
| --- | --- |
| 10:00-10:50 | Big Steve (ETJ) |
| 11:00-11:50 | Maria S. (FETJ) |
| 1:00-1:50 | Soka U. |
| 2:00-2:50 | TIU |

| 503 | |
| --- | --- |
| 10:00-10:50 | blah |
| 11:00-11:50 | blah |
| 1:00-1:50 | blah |
| 2:00-2:50 | Doltan Zornyei |

| 605 | |
| --- | --- |
| 10:00-10:50 | dogs |
| 11:00-11:50 | cats |
| 1:00-1:50 | madness |
| 2:00-2:50 | ennui |

| 505 | |
| --- | --- |
| 10:00-10:50 | blah |
| 11:00-11:50 | blah |
| 1:00-1:50 | a clue! |
| 2:00-2:50 | blah |

And a reverse lookup like this is also not a bad idea..

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | Title | Group | Time | Room |
| Coxleg, Averil | AWLs and LOLs | Kiwi University | 1:00-1:50 | Hall |
| East, Kanye | The Grad School Dropout | JACET | 3:00 - 3:30 | Hall |
| Shannon, Matt | What’s a treasurer? | Saitama JALT | 11:00 - 11:50 | B1 |
| Zornyei, Doltan | Motivating idiots | ETJ Tokyo | 2:00 - 2:50 | 602 |

8. Business Rep - Someone who will receive money (if any) and help explain when and where to set up and move out to any sponsors.

**5.2 Tasks**

We have a somewhat living document in the form of a checklist produced after the the 2013 Nakasendo, “I thought this place had internet?”. If followed and new questions are discovered and compiled, we will have at least a core guiding document to share come July 3rd with a minimal amount of effort. Beyond that, formation of a small officer database, the creation of a timetable for call for papers and stakeholder meetings, and discussion of plenary speakers (if any), proceedings (if any), and drinks afterward (if any) must be discussed.

**6. On the day**

Again, see descriptions for the officers, but anyone who is associated with the planning is likely to be hearing these questions:

1. Do you have a charger?

2. Where can I make copies?

3. Dude do you have an adaptor for this projector?

4. How do I tell my friend to get here?  
and it is the responsibility of all of us to

5. Ensure people we’re on time

6. Make sure all tables and chairs are back where we found them

7. Make sure all items are properly returned.

**7. Succession**

It would be easy to do this again in Urawa if the site is available, which it usually is. That being said, the name is in fact Nakasendo, suggesting a path or journey, rather than strictly Saitama’s plaything.

**8. Optional: Proceedings**

If we green light this, you must be an unabashed tyrant on word limits. Secondly, a tyrant on peer proofreading. Third, a tyrant on dates. Other than that, keep it simple. Make sure there are no internal inconsistencies and be done with it. Violating any of these restrictions will birth you into a world of pain and time wasted X by X times as we are possibly setting a path for future generations to follow.

**9. Wait, what about sponsors?**

Do sponsors like events that are coming in six months or less? In some cases, yes. I will contact ABAX and [EnglishBooks.jp](http://EnglishBooks.jp), longtime sponsors. Who else might be appropriate?