**If you’re planning a trip to a convention or workshop, you must include:**

1. Transportation price quote(s):

- school bus

- charter bus company

- airline

- train

- transportation to the airport or train station?

2. Hotel price quote(s):

- four to a room

- three to a room

- two to a room

- one in a room

3. Cost of conference/workshop/convention registration

4. Cost of conference/workshop/convention add-ons and proposal for suggested add-ons (things not related to the conference you’re attending)

- write-offs

- best of show

- media tours

- excursions/sight-seeing tours

- evening entertainment (plays, movies, ball game, dinner cruise, etc.)

5. Cost of any meals that will be included in the trip

6. A copy of your school’s medical permission form

7. A copy of whatever paperwork your school requires to request a field trip

8. A detailed itinerary of the trip from the time you leave your school until the time you return

9. A description of how students will be accountable for sessions they attend — how they will present that material when they get back

10. Who will the chaperones be and how can students/parents reach them?

11. A proposed phone tree for contacting each other

**If you’re planning to host a jDay, you must include:**

1. Marketing plan for inviting schools/journalists to attend:

- website

- mailings

- promotion at other journalism events

- save-the-date cards

- special promotions like register 10 get one free, register by an early deadline get a percentage off the cost

2. Hotel price quote(s) for folks who might be staying in your area — make sure you have multiple hotels from which to choose:

- four to a room

- three to a room

- two to a room

- one in a room

3. Cost of registration — will you have early registration? will you accept registrations at the door?

4. Cost of conference/workshop/convention add-ons and proposal for suggested add-ons (things not related to the conference you’re attending) — what will you offer at your jDay?

- write-offs

- best of show

- media tours

- excursions/sight-seeing tours

- evening entertainment (plays, movies, ball game, dinner cruise, etc.)

- adviser/student awards luncheon

5. Cost of any meals that will be included in your jDay that you will need to organize caterer? local restaurants? parent group or home economics class cooking?

6. A copy of your school’s map for everyone

7. A list of speakers for the event and topics they will be speaking on

8. A program of events for the day

9. A list of awards you will be giving for the competitions

- who will order trophy/plaques?

- who will emcee the ceremony?

10. A complete budget for the event created in a spreadsheet format — make sure you can balance your budget

11. Information you will give speakers/registrants at the door

12. Will you sell T-shirts or other marketing items? If so, how much will they cost - how much will you sell them for?

13. Will you have an exhibitor’s area? If so, how much will they pay to exhibit? Create a contract to use when you discuss with potential vendors.

**If you’re planning to host a jCamp, you must include:**

1. Where will you hold your camp? At a local college/university? At your school? Other?

2. Marketing plan for inviting schools/journalists to attend:

- website

- mailings

- promotion at other journalism events

- save-the-date cards

- special promotions like register 10 get one free, register by an early deadline get a percentage off the cost

3. Hotel price quote(s) for folks who might be staying in your area - make sure you have multiple hotels from which to choose:

- four to a room

- three to a room

- two to a room

- one in a room

OR

- cost of dorm rooms at a local university (get contract and sign-up/confirm way in advance in order to guarantee housing. Are there extra costs for linens?

4. Cost of registration - will you have early registration? will you accept registrations at the door? Who will receive and coordinate registrations?

5. Cost of conference/workshop/convention add-ons and proposal for suggested add-ons (things not related to the conference you’re attending) - what will you offer at your jCamp?

- write-offs

- best of show

- media tours

- excursions/sight-seeing tours

- evening entertainment (plays, movies, ball game, dinner cruise etc.)

- adviser/student awards luncheon

6. Cost of any meals that will be included in your jCamp that you will need to organize caterer? local restaurants? parent group or home economics class cooking? Is there a specific cost per meal if you’re staying on a college campus? How does their system work?

7. A copy of a map of the location that you can distribute to everyone

7. A list of instructors for the event and a syllabus for each curriculum

8. A program of events for the entire camp

9. A list of awards you will be giving at the end of camp

- who will order trophy/plaques if you have them? who will print certificates?

- who will emcee the ceremony?

10. A complete budget for the event created in an spreadsheet format - make sure you can balance your budget

11. Information you will give speakers/registrants prior to arrival at camp

12. Will you have t-shirts or other marketing items/bling as a part of the cost of camp? If so, how much will it all cost?

13. Will you allow professional media groups help sponsor camp?