

DEPARTMENT OF THE ARMY
 HEADQUARTERS UNITED STATES ARMY RECRUITING COMMAND
 Fort Sheridan, Illinois 60037

USAREC Regulation
 No. 360-14

27 January 1984

Effective 1 March 1984
 Advertising and Sales Promotion
NATIONAL CONVENTION PROGRAM

Supplementation of this regulation is prohibited.

If any provisions of this regulation, not required by law, conflict with the terms of a collective bargaining agreement, the collective bargaining agreement shall take precedence.

	Paragraph	Page
Purpose	1	1
Scope	2	1
Policy	3	1
Definitions	4	1
Objectives	5	2
Responsibilities	6	2
References	7	4
APPENDIX A. THE CONVENTION EXHIBIT TEAM		A-1
B. ESTABLISHING EVENT OBJECTIVES		B-1
C. EXHIBIT - PLANNING CYCLE		C-1
D. NATIONAL CONVENTION PROGRAM PARTICIPATION		D-1
E. USAREC CONVENTION PROGRAM/NATIONAL EVALUATION SYSTEM		E-1

1. PURPOSE. This regulation establishes the policy, responsibilities, and procedures governing the US Army Recruiting Command (USAREC) National Convention Program.

2. SCOPE. This regulation is applicable to all elements of this Command and to both the Regular Army (RA) and the US Army Reserve (USAR) recruiting effort.

3. POLICY. It is the policy of this Command to conduct effective sales promotion programs that support the Army recruiting mission. The National Convention/Exhibit Program is a sales promotion activity that can, with proper emphasis, appreciably enhance the recruiting effort. USAREC participation in civilian sponsored conventions/exhibitions provides our recruiting managers a dynamic forum and unique opportunity to meet, in a concentrated period of time, key decision makers, centers of influence (COI), opinion leaders, and prospects.

4. DEFINITIONS.

a. Centers of influence (COI). Individuals who by virtue of their relationship with and access to enlistment age youths are capable of directly or indirectly influencing these youths to seek more information about Army enlistment opportunities.

b. Convention exhibit participation. Participation in a convention through the use of exhibits as one of many exhibitors.

c. Convention program participation. Participation in the activities of the convention, normally by invitation, as colleagues or fellow professionals.

d. National convention schedule. The fiscal year (FY) schedule of conventions at which USAREC National Convention Exhibit Systems are displayed. Primarily, but not exclusively, conventions sponsored by national professional associations.

e. USAREC National Convention Exhibit Systems. The USAREC National Convention Exhibit Systems are designed to provide USAREC with the basic hardware and software needed to produce uniform, professional exhibits capable of conveying memorable messages with authority and impact. The systems are controlled by the US Army Recruiting Support Center (RSC) and include a variety of components that make them adaptable to a wide range of exhibit configurations. Scheduled national conventions have priority for use of the National Convention Exhibit Systems, but a system can be requested for local, State, and region activities.

f. Convention Exhibit Team. A group of military and civilian personnel selected at HQ USAREC, US Army RSC, Recruiting Brigade (Rctg Bde), or Recruiting Battalion (Rctg Bn) to staff exhibits at conventions.

*This regulation supersedes USAREC Regulation 360-14, 25 July 1980.

This regulation has significant changes throughout.
 Therefore, individual paragraphs are not indicated.

5. OBJECTIVES.

a. The objectives of the USAREC National Convention Program are to:

(1) Support the Army recruiting effort by assisting USAREC field recruiters and recruiting managers in promoting Army programs among selected target audiences; and improve access to target markets through influencers/prospect recognition, understanding, and support of Army programs and recruiting efforts.

(2) Build long-range good will by creating or reinforcing a desirable Army image; and increasing awareness of Army education and skill training programs, career opportunities, benefits, and financial assistance programs.

(3) Establish an effective two-way channel of communication between USAREC representatives and target audiences, capitalizing on opportunities for improving relationships and for profitable communication exchange that favorably influences opinions, attitudes and beliefs toward Army personnel procurement efforts and programs.

(4) Afford USAREC recruiting personnel the opportunity to meet key decision makers, opinion leaders, and COI from professional associations, organizations, and groups in an atmosphere where they are receptive to new programs and ideas.

(5) Provide informational and promotional materials to reiterate and reinforce the Army message, to introduce new programs, and provide target audiences the opportunity to ask questions and seek additional information and materials.

b. National Convention Program objectives are defined in general terms and should be viewed from a long-range perspective, and as having direct and indirect impact on recruiting activities and results. Immediate, measurable objectives are formulated for each event and specific target audience. These event objectives provide meaningful guidelines and quantity and quality goals. Continuous achievement of short term event objectives will ultimately contribute to successful accomplishment of long-range program objectives. Detailed explanation of event objectives, selection criteria, terms, formulation and computations are provided at appendix B.

6. RESPONSIBILITIES.

a. Director, Advertising and Sales Promotion (A&SP), HQ USAREC, will:

(1) Appoint a Program Manager for the USAREC National Convention Program.

(2) Approve National Convention Schedule.

(3) Task Rctg Bde to appoint Local Project Officer (LPO) and to make available required booth staffing personnel.

(4) Coordinate with the Director, Recruiting Operations (RO), as provided in paragraph c(1) below.

b. Chief, Sales Promotion:

(1) Submits the National Convention Schedule to the Director, A&SP for approval.

(2) Supervises the activities of the USAREC National Convention Program Manager.

c. USAREC National Convention Program Manager, will:

(1) Plan, organize, supervise, and administer implementation of the National Convention Program; and identify, coordinate, provide, and monitor resource requirements to insure program effectiveness and efficiency.

(2) In consultation and coordination with appropriate HQ USAREC Directorates and other Special Staff Sections, evaluate and recommend to the Chief, Sales Promotion, the national conventions that best support USAREC personnel procurement and marketing objectives, and determine the extent of USAREC participation.

(3) Attend, supervise, and evaluate all national conventions in which HQ USAREC participates, whenever possible, to ascertain quality and suitability of convention target audience, performance of exhibit support personnel, and whether program objectives and standards are being attained. When it is impossible to attend a convention, the Convention Program Manager will make necessary provisions to insure proper supervision at the convention.

(4) Evaluate exhibit performance to determine effectiveness and efficiency of the exhibit system, graphic communications, layout and design, and recommend concept and graphic design changes to improve visual impact, content, and message objectives.

(5) Develop tasking requirements and coordinate participation of USAREC subordinate elements, and advise and assist as appropriate.

(6) Coordinate participation with Reserve Officers Training Corps (ROTC), other Department of the Army (DA) elements, and other military services as appropriate.

(7) Support and assist Rctg Bde and Rctg Bn exhibit participation in region, State, and local events.

(8) Publish the annual USAREC National Convention Schedule.

d. Director, RO, HQ USAREC, will:

(1) In coordination with Director, A&SP, assist in the evaluation and selection of national education and nursing association conventions that best accomplishes education program and nurse procurement program objectives.

(2) Support and assist Rctg Bde and Rctg Bn participation in region, State, and local educator and nursing conventions and conference programs.

(3) Establish policy and programs to insure USAREC direct participation in educator, nursing, and other professional association conventions and conference programs, and prepare presentations suitable for targeted audiences that will favorably influence attitudes toward Army personnel procurement efforts (appendix D).

e. Rctg Bde Commanders, will:

(1) Appoint a Rctg Bde National Convention Program Coordinator.

(2) Upon receipt of the USAREC National Convention Schedule and tasking letter, assign support responsibilities to Rctg Bn in accordance with (IAW) appendixes A, C, D, and E. Responsibility for nursing national conventions remains at the Rctg Bde level to which the nurse recruiting field force is assigned.

(3) Forward, after receipt from USAREC, all national convention materials to the appropriate Rctg Bn for action and implementation.

(4) Develop an annual FY convention program and exhibit schedule for local, State, and region conventions/exhibitions.

f. Rctg Bn Commanders, will:

(1) Appoint a project officer for national conventions scheduled in the Rctg Bn area. Rctg Bn Project Officer duties and responsibilities are provided in appendix A.

(2) Insure that support and coordination requirements are accomplished as outlined in appendixes A, C, D, and E.

(3) Select, brief, and supervise the Rctg Bn members of the convention team.

(4) Insure Rctg Bn Project Officer completes sections 2, 3, and 4 of the National Convention Information Fact Sheet/Booth Staffing Schedule (USAREC Fm 552) by the date required by the USAREC tasking letter. The National Convention Manager will initiate the form and forward it with the letter of instruction (LOI) through Command channels to the supporting Rctg Bn.

(5) Evaluate and provide an afteraction report (USAREC Fm 553) through channels to the Headquarters initiating participation (appendix E).

g. Commander, US Army RSC, will:

(1) In coordination with the USAREC National Convention Manager develop, improve, or modify National Convention Exhibit Systems so that they incorporate changes in communication objectives and message content, and reflect the advertising themes and thrust as determined by analysis of current and proposed advertising and marketing strategies and initiatives.

(2) Provide logistical support for USAREC National Convention Program utilizing National Convention Exhibit Systems, to include storage, accountability, maintenance, refurbishment, scheduling, shipment, setup and take-down of exhibit systems.

(3) Upon receipt of USAREC National Convention Schedule, develop exhibit shipping schedule, and conduct inventory to insure that sufficient exhibit graphics and exhibit systems are available to support requirements. Coordinate with USAREC National Convention Manager on all necessary changes or problems.

(4) Insure, maintain, and refurbish, as required, National Convention Exhibit Systems in such condition as to always reflect the highest credit on this Command.

(5) Support other local, State, and region events during those periods when the national exhibit is not scheduled for USAREC use, and when it is within the US Army RSC capability.

(6) Maintain and update, as required, a National Convention System Graphics Catalog so that selection of appropriate sets of graphics for a specified exhibit system can be facilitated. As new graphics are designed and produced, they should be added to the catalog.

(7) In coordination with the USAREC National Convention Manager, identify graphics that are appropriate for each convention, insure they are in excellent condition by the required shipping date, and inventory the exhibit system prior to shipment to preclude shortages and insure proper packing.

(8) Insure that the US Army RSC Exhibit noncommissioned officer in charge (NCOIC) is at the convention site at least 1 day prior to the required exhibit setup date. Coordinate with the Rctg Bn Project Officer for all necessary support prior to setup date.

7. REFERENCES.

- a. AR 10-24 (US Army Recruiting Command).
- b. AR 360-61 (Community Relations).
- c. AR 601-2 (Promotional Recruiting Support Programs).
- d. AR 601-208 (Recruiting/Reenlistment Publicity Program).

The proponent agency of this regulation is the Office of the Director of Advertising and Sales Promotion. Users are invited to send comments to the Cdr, HQ USAREC, ATTN: USARCASP-SP, Ft Sheridan, IL 60037.

FOR THE COMMANDER:



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APPENDIX A

THE CONVENTION EXHIBIT TEAM

A-1. GENERAL.

a. The Convention Exhibit Team is vital to the effectiveness of USAREC participation in national conventions. All the prior planning, resource expenditures, and hardware are only to provide the Convention Exhibit Team with an effective platform from which they can do their job.

b. National conventions are basically information oriented. People attend to learn about new programs and ideas. The exhibit structure is designed to attract visitors to the booth area. Once there, they will expect the people staffing the booth to be outgoing, well informed, and professional.

A-2. MISSION. The mission of the Convention Exhibit Team is to assist Army recruiters in doing their jobs. Specifically, it is to provide information about and develop interest in Army education and career programs, benefits, and financial assistance programs; to encourage cooperation with the Army in publicizing and promoting these programs in schools and among young people; and to present a favorable Army image to the convention audience. The Convention Exhibit Team will meet and talk to people who have considerable influence in the career planning of prospects. Very often, these COI will have a voice in such matters as recruiter access to students. Therefore, it is important that every member of the team be friendly and cooperative toward members of the convention audience.

A-3. COMPOSITION.

a. A typical Convention Team consists of a Rctg Bn Project Officer (civilian or military), local recruiters (male or female), representing the RA, the USAR, and the US Army RSC Exhibit NCOIC. In cases where the ROTC is participating, their representative will be integrated into the team. Individuals usually found to be most effective in performing booth staffing duties are company commanders, education coordinators, and top recruiters.

b. The number of booth staffers is determined by the exhibit objectives, booth size, and exhibit configuration. There must be at least three staffers (at least one military) at all times for a 10 by 20 foot booth; five (at least two military) for a 20 by 20 foot configuration.

A-4. RESPONSIBILITIES.

a. Rctg Bn Project Officer, will:

(1) Carefully select quality booth staffing personnel.

(a) They should be articulate, well-groomed, and project a professional appearance.

(b) They must be prepared to discuss and answer most basic questions about Army education programs, career opportunities, benefits, and financial assistance programs.

(c) They must be able to relate to, and interface with, a sophisticated audience.

(d) They must have the stamina to be on their feet for 4 hour periods.

(2) Develop a Booth Staffing Schedule. Personnel staffing the exhibit must be scheduled so that each is carrying a fair share of the work load, and are given enough free time to rest up mentally and physically so that they will be fresh when they are on the convention floor. Staffing an exhibit is physically demanding work, and a tired Army representative on the convention floor is often worse than no representative at all.

(3) Conduct a booth staffer training session at least 1 week prior to the start of the exhibition. As a minimum, the following information will be covered:

(a) Overview of the association/organization sponsoring the event.

(b) Discussion about National Convention Program objectives and event objectives. It should be clear to everyone why USAREC is participating in the event.

(c) Event statistics:

- Target audience and audience characteristics.

- Registered attendance at past events and anticipated numbers.

- Exhibit objectives.
- Individual booth staffer objectives.
- Communication objectives and overview of specific subjects on Army programs to be promoted in the exhibits and booth staffer presentations; to include graphics, audiovisuals, and copy points.

(d) Layout of convention hall and booth space location.

(e) Layout of exhibit and discussion of how the exhibit is designed to attract visitors, and the anticipated traffic flow.

(f) Collateral literature (RPI and PPI) at the exhibit.

(g) Inquiry system.

(h) Do's and don'ts.

(i) Dress criteria.

(j) Event restrictions.

(k) Exhibit hours and anticipated peak hours.

(l) How to handle emergencies.

(m) Booth staffing schedule.

(n) Booth Staffer Debriefing Form (USAREC Fm 829, appendix E).

(4) Assist USAREC National Convention Managers with briefing booth personnel before the exhibit opens. Ideally, there should be an orientation tour of the national exhibit for staffing personnel 1 hour before the exhibit opens. Reiterate important points covered in the booth staffer training session. Clarify any conflicts in scheduling, answer all questions, and take care of any last minute details.

(5) Make certain adequate supplies of RPI provided by USAREC are on hand. A well-rounded supply of current RPI (pamphlets, brochures, posters, take-one items) and other give-aways promoting Army opportunities should be on hand and accessible, but not necessarily on display. RPI on display should be kept to a minimum because the national exhibit's layout and composition is most effective and attractive when its appearance is open and uncluttered.

(6) Insure booth cleanliness. During heavy traffic periods, the booth can become very untidy. Ashtrays get full, literature gets mislaid, and things can generally get messy. Make certain that booth staffing personnel keep the exhibit area continually neat and tidy.

(7) Make certain that booth personnel are properly identified so that a visitor can pick them out easily upon entering the exhibit area. Exhibitor badges are mandatory and are normally required on the convention floor for all personnel by the convention management. All team members must register at the exhibitor registration booth to obtain badges before they will be allowed on the convention floor.

(8) Remember: An active booth attracts visitors. The center of activity in the booth or other action taking place, will catch the eye of a potential visitor walking by the exhibit. However, excessive personnel, with no booth visitors, creates a bad image and may discourage visitors from stopping by the exhibit. Therefore, during slower periods of traffic, have booth personnel take breaks.

(9) Supervise and observe team members, their activities, and the exhibit area during the period of the convention. Make appropriate corrections when necessary, out of view of the convention audience.

(10) Assist, as required, in the assembly and disassembly of the exhibit system.

(11) Coordinate with USAREC National Convention Manager prior to, and during the scheduled convention on arrangements for local support and when clarification of instructions, guidance, assistance, or additional information is required.

(12) Explain to all Rctg Bn booth staffers the use of the Booth Staffer Debriefing Form (appendix E) during the training session. Booth staffers will complete these forms immediately following their tour of duty and return them to the Rctg Bn Project Officer who will consolidate and forward them with the Project Officer Afteraction Report (USAREC Fm 553, appendix E) to USAREC 20 calendar days following the event.

b. Booth Staffing Personnel, will:

(1) Rehearse presentations so that you are able to communicate meaningful messages, with knowledge and authority, in a very short period of time. This requires intensive preparation and a thorough review of appropriate regulations, the latest brochures and other informational literature concerning Army programs. Identify and understand the exhibit objectives and the target audience. Be prepared to answer questions about Army programs.

(2) Know your schedule. When it is your turn to staff the exhibit, be there. If possible, report for duty at least 30 minutes before your duty begins. This will give you an opportunity to get a feel for the exhibit as well as attendance. If, unexpectedly, you cannot be there, notify the Convention Project Officer, or make arrangements for someone qualified to replace you.

(3) Attract visitors to your area. Be alert and professional. If you notice someone standing around, introduce yourself. Be courteous and helpful. Look at his name badge and try to ascertain what his area of interest might be.

(4) Stay on your feet, be sharp, don't smoke, and look alert. Be mindful of your dress, actions, and overall behavior. Remember, you represent the Army, and your physical appearance is the initial impression the visitor will get. Nothing creates a more negative, sloppy image than having booth personnel slouched around on chairs or sitting, smoking, and swapping stories with one another. Don't look bored or tired - even if you are. Your image should be courteous, articulate, knowledgeable, and enthusiastic.

c. US Army RSC Exhibit NCOIC, will:

(1) Insure the timely arrival of the exhibit system and equipment.

(2) Supervise drayage from the loading dock to the convention floor, and record any losses incurred in shipment or handling of the exhibit.

(3) Assemble and clean exhibit structure prior to start of exhibition coordinate all ancillary services and rentals ordered by the USAREC Convention Manager, and supervise the installation or electrical service.

(4) In the absence of the USAREC National Convention Manager, sign for and retain all billing invoices pertaining to exhibit services.

(5) Make adjustments, changes, additions, and corrections to the exhibit when required by the Local Project Officer or USAREC National Convention Manager. Assist, when required, in staffing the exhibit.

(6) Insure that the exhibit and booth area are properly maintained and policed each day prior to the start of the exhibition.

(7) Following the exhibition, dismantle and crate exhibit. Supervise drayage of exhibit to shipping dock, and prepare all forwarding shipping documents.

APPENDIX B

ESTABLISHING EVENT OBJECTIVES

B-1. GENERAL. The following system for establishing objectives for any national convention event has been developed as a means of providing meaningful guidelines and quality/quantity goals for all participants, and evaluating participation in terms of actual return on investment.

B-2. EVENT OBJECTIVES. Event objectives that are established are clear, specific, and verifiable, and can be realistically achieved with resources provided. Event objectives are stated and measured in terms of:

a. Target audience reach. The number of exhibit visitors who stopped to talk about Army programs, acquired or requested information or literature, indicated interest in one or more Army programs, and/or completed an inquiry form.

b. Probable awareness level. The percentage of the total audience who came in contact with the exhibit or Army personnel and were aware of our presence and potentially formed an impression.

B-3. CATEGORIES. There are four event objective categories:

a. Audience reach objective. This objective is formulated by first computing the Maximum Exhibit Efficiency (the maximum number of people we can attract, contact, and influence during the exhibition), and then establishing the Standard Effective Rate or specific objective for the event. The following formula was developed:

If: M = Maximum Efficiency
 A = Total Potential Audience
 T = Time Available (Exhibit Hours)
 N = Number of Booth Staffers
 V = Average Time with Visitor = $\frac{4 \text{ to } 8 \text{ minutes}}{2}$ = .10 hour
 E = Standard Effective Rate
 S = Booth Staffer Objective

Then: $M = \frac{T(N)}{V}$

Example: If T = 21 hours Then $M = \frac{21(4)}{.10} = 840$
 N = 4 booth staffers
 V = .10 hour

The maximum number of the target audience we can reach = 840 visitors. To increase M (Maximum Efficiency), we must increase the number of booth staffers (N) or decrease the average time spent with each visitor (V).

The Standard Effective Rate (E) is the percentage of the target audience we can effectively reach. Experience factors, based on data and evaluations from our participation in past national conventions, indicates that the exhibit efficiency (Standard Effective Rate) is 70 percent of the Maximum Efficiency. NOTE: Commercial exhibits have an efficiency rate of 54 percent.

Therefore: $E = .70(M)$

Example: If M = 840 Then $E = .70(840) = 588$
 (The Audience Reach Objective is 588 Qualified Visitors)

b. Booth staffer objectives. Once the Audience Reach Objective has been established, minimum individual booth staffer objectives can be identified. The following formula was developed:

$$S = \frac{E}{T(N)}$$

Example: If E = 588
 T = 21
 N = 4

Then $S = \frac{588}{21(4)} = 7$ visitors per hour
 (Booth Staffer Objective is 7 visitors per hour)

c. Communication objective. These objectives are based on the analysis of the target audience and the most appropriate communication messages. Messages reinforce or reiterate the marketing/advertising communication objectives, and must emphasize subjects that will stimulate interest in the primary audience segment. At least two message impressions should be made. The communication media is both the exhibit structure and the booth staffers. Booth staffer presentations should create positive impressions, convey important ideas, stimulate further interest, and promote inquiries about Army programs. The primary communication goal is to create as many lasting impressions as possible in a limited period of time (4 to 8 minutes per visitor).

EXAMPLE EMPHASIS SUBJECTS

REGULAR ARMY	ARMY RESERVE	ROTC
Primary in Priority:		
ACF/VEAP	Split Training	Scholarships
High Tech Skill Training	SRIP	SMP
ACES (SOC/SOCAD)	Pay Group P	Management & Leadership Development
Army Apprenticeship Program	SMP	
Two-Year Enlistment		

d. Awareness level objective. The probable awareness level percentage is based on research by the National Trade-Show Association which estimates that the probable percentage of the total audience who will have some contact with the exhibit or exhibit personnel will be 90 percent of the total audience. The following formula was developed:

If A = Total Potential Audience
 P = Probable Awareness Level

Then $P = .90(A)$

Example: If A = 2000 Then $P = .90(2000) = 1800$
 (Level Objective is 1800 visitors)

SEQUENCE OF ACTIONS	NATIONAL CONVENTIONS	LOCAL, STATE, AND REGION CONVENTIONS	COORDINATING AND TASKING INSTRUCTIONS	REQUIRED TIMEFRAME
A. Develop annual FY convention/exhibition schedule	USAREC National Convention Manager	Rctg Bde and/or Rctg Bn	Based upon post-convention/exhibition evaluations of prior year activities, local support requirements, funding constraints, and analysis of potential conventions, develop schedule. Schedule contains at the minimum: <ul style="list-style-type: none"> - Name of Convention - Location - Date(s) - Service Participants - Command Responsible to Support - Booth Size - Exhibit System to be Used - Audience Breakdown/ Target Audience 	On-going activity
B. Finalize and distribute convention/exhibit schedule	USAREC National Convention Manager	Rctg Bde and/or Rctg Bn	National Convention Schedule is forwarded to each Rctg Bde and Rctg Bn, to the US Army RSC, TRADOC (ROTC), and appropriate USAREC staff. Upon receipt of National Convention Schedule, Rctg Bde and/or Rctg Bn conducts planning and coordination meeting with appropriate staff and selects project officer for each event. Rctg Bde and Rctg Bn Convention/Exhibition Schedules will be forwarded through Command channels to USAREC.	5 months prior to the start of the next FY
C. Request prospectus and contract from sponsoring organization/association	USAREC National Convention Manager	Rctg Bde and/or Rctg Bn Project Officer	Forward requests to each convention/exhibit manager of sponsoring organization or association.	10 months prior to the start of each event
D. Receive prospectus and exhibitor's contract	USAREC National Convention Manager	Rctg Bde and/or Rctg Bn Project Officer	Evaluate exhibitor's contract for all legal ramifications, select booth space, determine funding requirements, and provide requested information. Coordinate with appropriate staff.	At the minimum, 5 months prior to the start of each event
E. Process exhibitor's contract for funding	USAREC National Convention Manager	Rctg Bde and/or Rctg Bn Project Officer	Coordinate and initiate action with authorized procurement and contracting officer to process contract.	At the minimum, 5 months prior to start of event

SEQUENCE OF ACTIONS	NATIONAL CONVENTIONS	LOCAL, STATE, AND REGION CONVENTIONS	COORDINATING AND TASKING INSTRUCTIONS	REQUIRED TIMEFRAME
F. Select appropriate exhibit system	USAREC National Convention Manager in coordination with US Army RSC	Rctg Bde and/or Rctg Bn Project Officer	Consider the event, objectives, target audience, graphic communication requirements, audiovisual requirements, layout and design, availability of a local exhibit system, etc. Coordinate through Command channels with the US Army RSC if local resources are not adequate to support the event.	5 months prior to the start of event
G. Order RPI and special giveaways	USAREC National Convention Manager, and Rctg Bde/Rctg Bn Project Officer providing local support	Rctg Bde and/or Rctg Bn Project Officer	Inventory supplies of RPI on hand. Consider the event itself and the target audience. Determine the quantity required. If additional RPI and giveaways are required, coordinate with the local ordering officer. USAREC National Convention Manager will order RPI and giveaways for national conventions only.	At the minimum, 2 months prior to start of event. Check status of requisition 2 weeks prior to event
C-2 H. Determine ancillary services required	USAREC National Convention Manager	Rctg Bde and/or Rctg Bn Project Officer	Upon receipt of exhibitor's service packet, determine requirements for: furniture rentals, carpeting, drayage labor, electrical service, and shipping instructions.	3 months prior to start of event
I. Process exhibitor's service request and forward to servicing organization	USAREC National Convention Manager	Rctg Bde and/or Rctg Bn Project Officer	Coordinate with local authorized procurement and contracting officer.	3 months prior to start of event
J. Develop planning guidelines and timetable	USAREC National Convention Manager	Rctg Bde and/or Rctg Bn Project Officer	USAREC National Convention Manager initiates LOI through the Rctg Bde to Rctg Bde LPO supporting the national convention. Project officer for Rctg Bde/Rctg Bn convention coordinates with appropriate staff to: <ul style="list-style-type: none"> - Determine convention objectives - Identify resource requirements - Delineate individual responsibilities and tasks - Plan additional promotional and publicity activities with convention management. 	2 months prior to start of event

SEQUENCE OF ACTIONS	NATIONAL CONVENTIONS	LOCAL, STATE, AND REGION CONVENTIONS	COORDINATING AND TASKING INSTRUCTIONS	REQUIRED TIMEFRAME
K. Develop booth staffing schedule and select booth staffing personnel	Rctg Bde and/or Rctg Bn Project Officer	Rctg Bde and/or Rctg Bn Project Officer	See appendix A for specific instructions and selection criteria for <u>Booth Staffing Personnel</u> and developing a <u>Booth Staffing Schedule</u> . Forward booth staffing schedule to USAREC if event is national convention.	3 weeks prior to start of event
L. Develop and rehearse booth personnel presentations	Rctg Bn Project Officer	Rctg Bde and/or Rctg Bn Project Officer	See Appendix A, responsibilities.	2 weeks prior to start of event
M. Arrange for exhibit shipment, assembly and disassembly	US Army RSC and USAREC National Convention Manager	Rctg Bde and/or Rctg Bn Project Officer	Inventory exhibit system, insuring all graphics and equipment are in excellent condition, to preclude shortages and to insure proper packing. Designate personnel responsible for shipping, assembly, and disassembly of exhibit. If GBL is required, coordinate with local transportation officer.	2 months prior to start of event (One additional month required for shipments outside CONUS)
N. Ship exhibit	US Army RSC	Rctg Bde and/or Rctg Bn Project Officer	Insure the timely arrival of the exhibit and equipment. For US Army RSC supported event, US Army RSC exhibit NCOIC complies with US Army RSC operating procedures.	Ship so exhibit arrives at the convention site NLT designated setup date
O. Assemble exhibit and coordinate ancillary services	US Army RSC Exhibit NCOIC	Rctg Bde and/or Rctg Bn designated personnel	See appendix A, National Convention Responsibilities. Assemble and clean exhibit structure. Coordinate all ancillary services and rentals.	At designated exhibit setup date/time
P. Transport personnel and RPI to convention site	Rctg Bn providing local support	Rctg Bde and/or Rctg Bn designated personnel	Upon arrival, obtain exhibitor's badges.	At the minimum of 1 hour prior to the start of exhibition
Q. Orient booth personnel	USAREC National Convention Manager and Rctg Bn Project Officer	Rctg Bde and/or Rctg Bn Project Officer	See appendix A, responsibilities.	1 hour before start of exhibition

SEQUENCE OF ACTIONS	NATIONAL CONVENTIONS	LOCAL, STATE, AND REGION CONVENTIONS	COORDINATING AND TASKING INSTRUCTIONS	REQUIRED TIMEFRAME
R. Conduct Exhibit	All designated personnel	Rctg Bde and/or Rctg Bn Project Officer	See appendix A.	Comply with exhibition and booth staffing schedule
S. Disassembly and return shipment of exhibit	US Army RSC Exhibit NCOIC	Rctg Bde and/or Rctg Bn designated personnel	Inventory exhibit system and equipment, coordinate drayage and transportation, pack and ship.	At close of exhibition
T. Process payments for ancillary services	USAREC National Convention Manager	Rctg Bde and/or Rctg Bn Project Officer	Upon receipt of billing invoices, process payment for ancillary services. For other than USAREC national conventions, process payments through LMPS.	ASAP
U. Evaluate exhibit performance, the event, and participating personnel	USAREC National Convention Manager and local Project Officer	Rctg Bde and/or Rctg Bn Project Officer	Submit afteraction reports through Command channels to USAREC if event was USAREC national convention. See appendix E. For other events, local Command policy applies.	20 calendar days following the exhibition

APPENDIX D**NATIONAL CONVENTION PROGRAM PARTICIPATION****D-1. GENERAL.**

a. USAREC participation in national conventions affords us several excellent opportunities to communicate our recruiting message to COI, key decision makers, opinion leaders and prospects.

b. Through the use of our national convention exhibit systems, we attract the attention of thousands of attendees to the Army's presence; and our USAREC representatives promote and discuss specific programs and other opportunities, stimulate interest, answer questions, correct misinformation and receive valuable feedback. This face-to-face interaction with association/organization membership, directly and indirectly, impacts on our ability to recruit and on our recruiting environment.

c. As USAREC becomes increasingly involved in national conventions, which are primarily sponsored by respected educational and professional associations having national scope and influence, it is increasingly important for us to actively involve our leadership in official association activities at these events. Our participation as a guest speaker, special function sponsor/speaker, panel member for appropriate functions or social events are important additional means through which we can favorably interact with association officials and membership. These association audiences are very receptive and look forward to participation by military leaders, and will provide us with an excellent opportunity to convey the Army recruiting message to major influencers as a group rather than to one individual.

D-2. OBJECTIVES.

a. Afford USAREC Commanders the opportunity to meet key decision makers, opinion leaders, and top influencers from professional associations in an atmosphere where they are receptive to new programs and ideas.

b. Improve access to target markets through association officials and membership recognition, understanding, and support of Army programs and recruiting effort.

c. Capitalize on opportunities for establishing or improving relationships, building goodwill, and enhancing profitable communication exchange that favorably influences opinions, attitudes, and beliefs toward Army programs and personnel procurement activities.

d. Stimulate interest in and increase awareness of Army education and skill training programs, career opportunities, benefits, and financial assistance programs, and allow audiences the opportunity to ask questions and seek additional information.

D-3. POLICY.

a. Education Coordinator and Army Nurse Corps (ANC) Counselor attendance and participation in appropriate local, region, and national conventions and conferences is encouraged. USAREC education and nurse specialists, as colleagues of the professional association conference, or convention participants, have an excellent opportunity to convey the Army's message in an environment which favors professional development and interaction.

b. In particular, education coordinators should be encouraged to become active in one or more professional associations of educators. Active membership will often involve participation in planning committees and preparation of programs at the local and State level, and it is at this level that Army education coordinators can have the greatest influence. These are associations of people who share the Army's interest in helping students make informed choices following graduation from high school.

c. Current regulations do not permit Government expenditures for individual memberships in professional associations. Governmental agencies may legitimately buy a membership where an association accepts institutional members, but some associations do not permit institutional membership. Education coordinators may therefore be encouraged, but not required to, join such associations. Registration fees at association conventions are normally reimbursable as a per diem expense to those attending on proper authority. Members or employees are not always authorized reimbursement. For details, see AR 1-211 (Attendance of Military Personnel at Private Organization Meetings) for service members, and AR 690-400 (Employee Performance and Utilization), chapter 410, subchapter 8 for civilian employees. Members and employees should also insure that their activities comply with AR 600-50 (Standards of Conduct for Department of the Army Personnel).

d. HQ USAREC will coordinate all requests to participate in national convention programs by USAREC Command Group and Rctg Bde Commanders, but Battalion and Brigade generation of proposals and convention participation is both welcomed and important.

TABLE D-1
USAREC NATIONAL CONVENTION PROGRAM
COMMAND GROUP PARTICIPATION - PLANNING CYCLE

SEQUENCE OF ACTIONS	RESPONSIBILITY	COORDINATING AND TASKING INSTRUCTIONS	REQUIRED TIMEFRAME
1. Develop annual FY convention schedule	USAREC	Based upon past convention evaluations of prior year activities, resource requirements and constraints, develop schedule and submit through staffing channels for approval.	Ongoing activity
2. Identify events most appropriate for Command Group participation	USAREC	Based on priority ranking of event and geographic location, recommend events most appropriate for Command Group and Rctg Bde Commands.	12-10 months prior to start of event
3. Develop a firm Command Group participation schedule	USAREC	Initiate contact with Command Group representatives and Rctg Bde Commanders to determine availability and confirm participation dates.	10 months prior to start of event
4. Contact sponsoring association official to determine extent of USAREC involvement	USAREC	Initiate CG letter volunteering USAREC participation in association activities.	10 months prior to start of event
5. If association requests participation, prepare preliminary itinerary for USAREC representative	USAREC	Develop preliminary itinerary and provide informational material to USAREC participants.	8-6 months prior to start of event
6. Consider USAREC sponsorship of special function if participation not requested	USAREC	If COI special function deemed appropriate, planning sequence will be initiated for COI function.	8 months prior to start of event

D-2

SEQUENCE OF ACTIONS	RESPONSIBILITY	COORDINATING AND TASKING INSTRUCTIONS	REQUIRED TIMEFRAME
7. Response and confirmation with association officials outlining USAREC involvement	USAREC	Letter to association confirming participation that will answer or provide information on the who, what, when, where, and how.	6 months prior to event
8. Itinerary is updated, finalized and a copy provided to the USAREC participant	USAREC	Final itinerary is provided to USAREC participant that answers the who, what, when, where, and how for the event.	3 months prior to event
9. Final face-to-face coordination with association program coordinator to confirm USAREC involvement	USAREC	Initiate face-to-face contact with association program coordinator. Confirm USAREC agenda and obtain VIP list.	One day prior to the event/activity on-site
10. Meet USAREC participant at designated location, brief on any changes, provide update on activities	USAREC	On-site coordination with USAREC participant.	One hour prior to presentation on date and location of event/activity
11. Escort USAREC participant at the convention/activity location following the itinerary. Introduce to association officials other VIP.	USAREC	On-site coordination with USAREC participant.	Date and location of event

APPENDIX E

USAREC NATIONAL CONVENTION PROGRAM EVALUATION SYSTEM

E-1. GENERAL.

a. The purpose of evaluation is to measure the effects and results of actual program and event performance compared to established standards and objectives. The evaluation process contributes to subsequent decision-making concerning the value of the program, and improves future USAREC participation.

b. It is critically important to establish objectives and standards for participation in all exhibiting events. These elements help make it possible to evaluate potential return on investment and to evaluate participation in terms of actual return on investment.

c. The USAREC National Convention Program objectives are general in content and should be viewed in the long-range. However, long-range program objectives must be refined, adapted, and translated into specific, realistic, and measurable event objectives (appendix B).

E-2. Evaluation is used to determine the extent of program success so that decisions can be made concerning:

- a. Improvement in practices and procedures.
- b. Additions or deletions of specific program strategies and techniques.
- c. Allocation of resources.
- d. Acceptance or rejection of program approach or theory.
- e. Continuation or elimination of the program.

E-3. The evaluation process involves:

- a. Defining program and event objectives.
- b. Establishing standards.
- c. Translating objectives and standards into measurable indicators of achievement.
- d. Collecting indicator data from participants and other appropriate sources, then measuring and analyzing outcomes.
- e. Comparing the indicator data with the planned objective criteria.

E-4. The evaluation system developed for the National Convention Program is used to determine:

a. National Convention Schedules. Events are selected and deleted based on evaluations of prior year events and proposed events.

b. Achievement of Event Objectives (appendix B).

- (1) Audience Reach Objective.
- (2) Booth Staffer Objective.
- (3) Communication Objectives.
- (4) Level of Awareness Objectives.

c. Exhibit Personnel Performance (appendix A). Actual performance is compared to established standards, selection criteria, and assigned duties and responsibilities.

d. Target Audience Reached (appendix B). Analysis of the quality, quantity, and suitability of the audience for each event.

e. Target Audience Response (appendices A and B). Analysis of how audience responded, if exhibit content and booth staffer performance was favorable or unfavorable, and if they stimulated interest and promoted understanding and support.

f. Exhibit Performance. Effectiveness of exhibit visual communication methods and techniques; visual impact, content, and message objectives; exhibit structure, layout and design; and audio-visual presentations.

g. Exhibit Environment. Exhibit performance as affected by the exhibit environment and other influences beyond our control.

h. Cost Per Visitor Reached and Cost Effectiveness. Computation is made to determine the cost per visitor reached, then comparison is made to other equivalent media or the actual standard to determine cost effectiveness.

i. Accomplishment of Program/Event Objectives and Standards. Comparison of actual results with those planned, utilization of evaluation results, and recommendation of appropriate action.

E-5. These evaluation procedures, methods, and tools provide objective, systematic guidelines for judging all facets of program and exhibit performance and results; helps determine existing and potential problems; and measures target audience acceptance and reaction to Army and USAREC programs, policies, and activities.

USAREC NATIONAL CONVENTION PROGRAM
BOOTH STAFFER DEBRIEFING FORM
(RCS USARASP-18)
(For use of this form see USAREC Reg 360-14)

YOUR EVALUATION OF THIS NATIONAL CONVENTION IS VERY IMPORTANT TO USAREC, PARTICIPATION IN EVENTS THAT DO NOT MEET ESTABLISHED OBJECTIVES OR STANDARDS IS BOTH COUNTER-PRODUCTIVE AND COSTLY. YOUR COMMENTS/IDEAS/ANALYSIS WILL HELP IN DETERMINING HOW EFFECTIVE THIS EVENT HAS BEEN AND ASSIST IN DECIDING FUTURE PARTICIPATION.

PLEASE COMPLETE THIS FORM IMMEDIATELY AFTER YOUR TOUR AND RETURN TO:

YOUR NAME/TITLE: _____

EVENT: _____ DATE: _____

PRE-CONVENTION:

1. Did you receive and complete a thorough pre-convention briefing before this event?

2. At the pre-convention briefing, were the objectives established and explained to your satisfaction?

3. Were the objectives met or not met (explain)?

4. Did the pre-convention booth staffer training meet your expectations?

5. Are there any suggestions you wish to make for improving the pre-convention training session?

BOOTH STAFFING:

1. How many total hours did you perform booth duty?
2. Was your schedule of booth duty correct, too long, or too short?
3. Was the duty schedule fair or unfair (explain)?
4. Do you feel the booth was properly staffed (explain)?
5. Do you have any suggestions for improving booth duty scheduling?
6. Other comments or suggestions concerning booth staffing duties?

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EXHIBIT EVALUATION:

1. Did the exhibit reflect, enhance, and project the Army image?
2. Did the exhibit's graphic/copy content and literature assist you in your presentation?

3. Are there additional presentation "tools" you can suggest?

4. Do you feel the exhibit was readily identified from the aisles and identifiable to the visitors?

5. How did our exhibit compare with other exhibits?

6. Do you feel the correct messages were displayed or emphasized at this event?

7. Do you have any comments about other physical exhibit materials (lighting, cleanliness, condition of exhibit, etc)?

INQUIRY SYSTEM:

1. Did the established inquiry system work as planned?

2. Approximately how many visitors did you QUALIFY (Reached Audience)?

3. What was your overall impression of the quality of the visitors you spoke with (Excellent, Good, Fair, Poor)?

4. Do you have any suggestions for bettering the system of recording inquiries?

GENERAL:

1. Do you feel your time spent staffing the exhibit was worth your time and efforts, and will potentially result in accession of favorably influence recruiting?

If not, please explain:

2. IMPORTANT - Do you think USAREC should continue to exhibit at this event? Please give your reasons:

3. Your comments, suggestions, and recommendations for improving USAREC's performance at future national convention/events:

PROJECT OFFICER
NATIONAL CONVENTION/EXHIBIT AFTERACTION REPORT
(RCS USARASP-17)
(For use of this form see USAREC Reg 360-14)

EVENT: _____

LOCATION: _____

ATTENDANCE (REGISTRANTS): _____ BOOTH SIZE: _____

EXHIBIT SYSTEM USED: _____

TARGET AUDIENCE: _____

DATE BOOTH STAFFER TRAINING WAS CONDUCTED: _____

NUMBER OF BOOTH STAFFERS UTILIZED: _____ ESTIMATED MAN-HOURS WORKED: _____

1. What were the event/exhibit objectives? (Explain)

2. Were the objectives achieved? (Explain)

3. What comments did you hear about the exhibit or Army? (Include who made comments if possible.)

4. What in the exhibit worked particularly well or was especially appealing, and why?

5. What did not work well, and why?

6. Who were we trying to reach?

7. Did this group attend predominately?

8. How do you rate audience for our message? (Excellent, Satisfactory, Fair, Poor) Explain.

9. What seemed to stimulate interest in the target audience? What were their areas of interest?

10. Do you feel your time spent staffing the exhibit was worth your time and effort, and will potentially result in accessions or favorably influence recruiting?

11. IMPORTANT - Do you think USAREC should continue to exhibit at this event? (Please give your reason(s)):

12. As a result of this exhibition, what recommendations do you have for strengthening our total communication approach to this audience?

13. What is your evaluation of the convention/exhibit as a promotion/communication tool when considering total resources expended?

14. Indicate your opinion of:

Booth Location: Excellent _____ Satisfactory _____ Fair _____ Poor _____

Booth Size: Adequate _____ Inadequate _____

Booth Staffer Excellent ____ Satisfactory ____ Fair ____ Poor ____
 Exhibit NCOIC (RSC): Excellent ____ Satisfactory ____ Fair ____ Poor ____
 Booth Contacts: Excellent ____ Satisfactory ____ Fair ____ Poor ____

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15. Exhibitor Service Evaluation:	Excellent	Good	Adequate	Unsatisfactory
Exhibit layout/floor plan				
Time slots allocated in conference program				
Traffic flow in exhibit area				
Security services provided				
Assistance given by exhibit manager or committee				
Services provided by drayage firm or decorator:				
Furniture & Carpeting				
Electrical Service				
Cleaning Service				
Labor				
Special events/activities held in exhibit hall				
Setup and dismantling				

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16. Problem areas (Explain):

17. Comments, suggestions, and recommendations for improving USAREC performance in future national conventions/events:

NAME OF EVALUATOR: _____ DATE: _____