

Policies and Procedures

Title: Request for New Meeting

Code: MTG1102

Team: Meetings

Effective Date: 07/21/17

Approved By: AAA CEO

Revision Date: 2/9/2024

Policy: This policy addresses the process for proposing a new meeting or event.

Purpose: The purpose of this policy is to ensure that proposals for new meetings or events are received by the American Accounting Association (AAA) in a timely, consistent, and efficient manner and that each proposal includes a New Meeting/Event Proposal Form.

Holding high quality meetings providing great member value is a high priority for the AAA and its Sections. Accomplishing that goal requires planning and preparations for new activities that can be accomplished while all currently ongoing meetings are being managed, and leaders of those events being supported.

The AAA Board has requested that no new AAA-wide (non-Section) meeting be planned in a manner that loses money, including overhead costs. The AAA maintains a lean organization structure, supporting about 30 current meetings throughout the year, while also planning for the 30 that are scheduled to be held in the following year. In our context, adding new events requires assessing the impact on staffing (web/communications, meeting planning, onsite meeting management, member support, registration, etc.) and budget.

Scope: Any American Accounting Association (AAA) Member who is proposing a new meeting or event.

Procedure:

Steps for proposing a new meeting/event:

1. Any possible new meeting should be brought to the attention of the AAA CEO and/or Senior Director of Meetings as soon as discussions have begun. Also include the Senior Director of Publications for any meetings related to a journal.
2. The New Meeting/Event Proposal Form must be completed at least 12 months prior to the date you have targeted to hold the new event (18 months before would be even better!).

3. Your completed form is submitted to Erlinda Jones, Senior Director of Meetings at Erlinda@aaahq.org.
4. Next steps in the approval process are budget development and overview of the proposal, with recommendations for discussion by the AAA Board Management Team,
5. Once your proposal has been reviewed, you will be contacted by AAA Professional Staff with information about next steps in planning.
6. Once approved, a Memorandum of Understanding (MOU) will be needed if any outside parties are involved. Only the AAA CEO can sign an MOU on behalf of the AAA.
7. Planning will include determination of when promotions can begin, timeline for accomplishing the event, roles and responsibilities of Professional Staff, and member leaders needed to hold a successful activity.
 - a. Proposals for new meetings/events must be approved before events can be promoted.

Revision History:

Revision #	Date	Description of Changes	Requested By:
1	02/09/2024	Misc. Updates	HQ Staff