Organizational Guidelines for
SMS Conference 'EXTENSION' Workshops

PURPOSE AND BENEFITS

The Extensions are separate one-day topical workshops individually organized at academic or other institutions in various cities in proximity to the SMS Annual International Conference in sequence either prior to or after completion of the main SMS conference. These stand-alone events are aimed at furthering the scientific debate on a specific topic in smaller workshop-type settings. The Extensions represent opportunities for attendees of the main SMS conference and additional local scholars to share and discuss emerging ideas, to establish or develop collaborations and networks in an interesting and convenient setting within time and geographic proximity of the main SMS Conference. Hosting institutions gain an opportunity to present themselves and their academic focus to a larger audience comprised of strategy scholars from around the world.

ATTENDANCE

Expected are approximately 40-60 attendees per workshop. We assume the Extensions will be composed of 10-20 participants, who also attend the main SMS conference, plus 30-40 local scholars/participants, who would use these workshops to interact with the individuals the SMS conference draws in.

PROGRAM ORGANIZERS

Necessary are a few key people (2-3) in each location to serve as the organizer/organizing committee for each extension. The committee members will typically be involved with the institution where the extension is held and will be responsible for the program content and the logistical arrangements of the Extension workshop.

PROGRAM

In coordination with the main conference organizers, each Extension organizing committee will create a theme and a program for the workshop, typically consisting of discussions with invited panelists and other workshop elements. Extensions will not have a separate proposal/paper submission and presentation stream.

LOGISTICAL FRAMEWORK AND BUDGET

These one-day workshops will likely take place in space at a local university or similar venue. Each workshop should be planned to include coffee breaks and a group luncheon, a joint dinner is at the organizers discretion. Information and assistance for accommodation and travel should be provided for posting on the SMS websites, but participants will be responsible for these arrangements on their own. The hosting institution is expected to provide meeting space and some admin support as part of its sponsoring of the Extension. Additional sponsorship support is welcome, but SMS is prepared to provide a portion of the registration fees on a reimbursement basis to offset food & beverage expenses for coffee breaks and the group luncheon as well as other expenses incurred during the workshop.

REGISTRATION AND FEE

Upfront registration of all attendees through the SMS conference extension website will be required to allow planning. A registration fee of US$ 85 per participant will be charged per workshop day to cover local and overhead expenses and to ensure commitment. To deter late registrations, the fee increases to US$ 135 approximately two weeks before the extension date. SMS members receive a $20 reduction for their registration.

PROMOTION

The Extensions will be featured on the SMS conference website with information on program content and logistics made available by the organizing committees. Additional local announcements and promotion of these events are welcomed, we ask that each extension committee let us know of any promotion plans they have for the workshop. The SMS will provide assistance as well as the proper SMS logos for collateral. Promotional materials carrying the SMS logo and name should be made available to the SMS Executive Office for review prior to information being made public.

TIMELINE

We have created the following timeline for the Extension envisioned for 2013:

March 22, 2013:	• Establish location of extension • Create extension theme & brief description of program for SMS extensions webpage • Confirm organizer/organizing committee • Begin inviting & confirming panelists
June 28, 2013	• Confirm extension panelists & speakers • Send biographies (100-150 words) and pictures for panelists & organizers for SMS extensions webpage • Send additional details about city location for SMS extensions webpage such as hotel options, transportation information, etc. • Tentative extension schedule available for SMS extensions webpage
August 30, 2013	• Finalize extension schedule of events • Make necessary updates to the SMS extension website • Create and proof any marketing pieces for the extensions

2013 marks the fourth year we would be holding extensions around the annual conference. Please visit the following pages for more information on extensions held in prior years.

2010 Rome: http://rome.strategicmanagement.net/extensions.php

2011 Miami: http://miami.strategicmanagement.net/extensions.php

2012 Prague: http://prague.strategicmanagement.net/overview.php