

SHRM

ANNUAL CONFERENCE & EXPO
LAS VEGAS & LIVE ONLINE
SEPTEMBER 9-12

21

SHRM

®

BETTER WORKPLACES
BETTER WORLD™

SHRM21 Area Training – September 2021

Kelsey Campbell
Senior Specialist, Event
Registration, SHRM

Welcome!

- Introductions
- Role & Key Responsibilities
- Floorplans
- Escalation





Introduction

About Me (feel free to include your team, if applicable)

Registration Leads:

Kelsey Campbell- 703-401-4211

Iva Simmons- Onsite Registration

Jackie Oliver- Resort World lead, Onsite registration

LaShonne Freeman- Express Registration

Denesa Jerman- Exhibitor Registration

Darlene Howard Holt- Onsite Registration

Alexandria Kemp- Onsite registration

Christel Richardson – Express Registration





Registration Hours & Locations

Below are the Hours of Operation for all registration locations.

-	<u>Wednesday, 9/8</u>	<u>Thursday, 9/9</u>	<u>Friday, 9/10</u>	<u>Saturday, 9/11</u>	<u>Sunday, 9/12</u>
LVCC - Las Vegas Convention Center	2:00pm-6:00pm	7:00am-7:00pm	7:00am-5:30pm	7:00am-5:30pm	8:00am-1:00pm
RW - Resorts World	2:00pm-6:00pm	7:00am-3:30pm	x	x	x



Exhibitor Registration

Located Outside of W2- by the elevator bay & food court

•Registration Hours:

- Tuesday, September 7
 - 12:30 pm- 6:00 pm
- Wednesday, September 8
 - 8:00 am- 6:00 pm
- Thursday, September 9
 - 8:00 am- 7:00 pm
- Friday, September 10
 - 9:00 am- 4:00 pm
- Saturday, September 11
 - 9:30 am- 2:00 pm



Registration FAQ

Things you may need to know

- Conference Bag Pickup will be located with Onsite Registration in room W105. The hours for Bag Pickup will match those of LVCC Registration hours

- Eligible to receive a bag- All full conference attendees (Speakers, Press, Bloggers Full conference Sponsors and Exhibitors) & Booth Personnel (Exhibitors)

Lanyards:

- Blue Lanyard: means they are full conference and can attend as normal
- Plum Lanyard: is Expo Only or Guest, these are specialty registrations
- Black Lanyard: is Booth Personnel
- Red Staff Lanyard – Staff of SHRM or Vendor needing full access





Registration – Things to know

Volunteer Team Leaders will meet with the SHRM staff member in charge of the volunteers each day and throughout the shifts to ensure communication and proper updates are given to the volunteers.

Volunteer Team Leaders will meet with the Express Registration and Bag Pick-Up volunteers at minimum 30 minutes prior to each scheduled shift after being briefed by the SHRM staff member.

Volunteer Team Leaders will bring the group of volunteers to the Express registration and Bag Pick-up area no more than 20 minutes prior to the beginning of their shift.

Volunteers will assist in managing the number of bags in the Bag Pick-Up area by notifying SHRM staff lead when we are running low (at half of the amount started). SHRM staff lead will ensure that bags are replenished.



Express Registration

Volunteers will assist the registration team by taking the attendee's badge from the badge printer after an Express representative has the attendee scan their barcode (via paper or smart phone).

Volunteers will assist with attaching badges to the appropriate conference lanyard. There will be multiple lanyard colors used to identify the type of Annual Conference registration the registrant has signed up to attend. A list will be given to the volunteers; however, see the following examples:

- Blue Lanyard: means they are full conference and can attend as normal
- Plum Lanyard: is Expo Only or Guest, these are specialty registrations
- Black Lanyard: is Booth Personnel

- **Registration type is coded on the bottom of the badge.**

The volunteer will then inform the registrant to go to the bag pick-up area at the LVCC.

If the member has questions regarding their registration, the volunteer should refer them to a SHRM staff member in their area (wearing a SHRM shirt/badge) to answer.



Line Management

Due to the thousands of Annual Conference attendees expected to register (Express and Attendee) will need volunteer assistance with managing the lines. We will have one-two *vocal* volunteers at the entrance to ask attendees to have their barcode out on their phone or paper.

- Attendees who don't have their barcode out should be encouraged to have their barcode readily available to expedite the registration process.
 - If the attendee doesn't have their barcode, then the Express registration team can still process them, and they can be sent through the line.

To ensure that attendees are moving along the line in a timely manner, we will have a volunteer(s) roaming the registration area to help ensure a constant flow. Once again, please notify SHRM staff if there are any questions a volunteer cannot answer.

At the end of the Express registration line, we will have one-two people instructing the attendees which Express Registration area has an available spot to register.

Smiling is essential and makes the attendees feel welcomed!!!

Flexibility is strength for individual success and attendee satisfaction.



COVID Safety Policies

Every single person will need to agree to the Show Policies.

They will submit approval before they are able to receive their badge

If they do not want to sign the Show Policies they will not be able to receive their badge and they will not be able to attend the conference

For contact tracing we will be asking all attendees whether or not they are vaccinated. If they are not vaccinated, this will not inhibit them from attending the conference

If you receive ANY criticism about these policies PLEASE grab the attention of a SHRM Staff team member. WE will handle.



Questions?

Contact Information

You may include your contact information, FAQs, etc OR say something like:

For any questions about your volunteer role and responsibilities prior to your arrival at SHRM21, please email us at:

shrm21.volunteer@freemanco.com

**Thank you for
volunteering at
SHRM21!**

