



Regional Meeting Guidebook

A COMPLETE GUIDE AND FRAMEWORK TO DEVELOPING A
SUCCESSFUL REGIONAL MEETING.

VOLUME III | MARCH 2025

Guide Development & Editing Team

Barbara Mulder, Associate Executive Director

2024 Regional Meeting Subcommittee

- Neha Raukar, MD
- Patrick Maher, MD

2019 Regional Meeting Subcommittee

- Kinjal Sethuraman, MD
- Neha Raukar, MD
- Dave Milzman, MD
- Darren Beam, MD
- Jean Scofi, MD
- Jody Vogel, MD

2015 Regional Meeting Subcommittee

- Kathleen Clem, MD, Chair
- Andra Blomkalns, MD
- Jim Holmes, MD
- Kavita Joshi, MD

2009 Regional Meeting Subcommittee

- Glenn Hamilton, MD, Chair
- Katherine Heilpern, MD, Board Liaison
- Megan Ranney, MD
- Todd Berger, MD
- Jennifer Casaletto, MD
- David Cline, MD
- Robert Hoffman, MD
- Mark Langdorf, MD
- Dave Milzman, MD
- James Olson, PhD

Table of Contents

<u>Chapter One: The SAEM Regional Meeting Concept</u>	Page 3
<ul style="list-style-type: none">• What are Regional Meetings?• Goals and Objectives of Regional Meetings• Current Regions of SAEM Meetings• SAEM Support for Regional Meetings• Linkages Between Regional Meeting and the SAEM Annual Meeting	
<u>Chapter Two: How to Plan a Regional Meeting</u>	Page 6
<ul style="list-style-type: none">• Regional Meeting Planning Committee• Designing a Regional Meeting• Financing a Regional Meeting• Addressing Potential Conflicts of Interest• Marketing the Regional Meeting: Inside and Outside the Region	
<u>Chapter Three: Applying for a New or Established Regional Meeting</u>	Page 18
<ul style="list-style-type: none">• Regional Meeting Application Process	
<u>Chapter Four: Lessons Learned from Regional Leaders</u>	Page 19
<ul style="list-style-type: none">• What Works?• What Doesn't Work?	
<u>Chapter Five: After the Regional Meeting Ends</u>	Page 22
<ul style="list-style-type: none">• Reporting on the Regional Meeting: When, What, Where	
<u>Chapter Six: Figures and Recommended Timetable</u>	Page 23

CHAPTER ONE: THE SAEM REGIONAL MEETING CONCEPT

What are Regional Meetings?

Regional meetings provide opportunities, particularly for young investigators, to present original research and participate in sessions designed to impart essential clinical, teaching, and research skills. Regional meetings introduce medical students, residents, and junior faculty to the variety of regional resources available to them as they consider scholarly activities or an academic career in emergency medicine (EM).

Regional meetings are conducted in broadly defined geographic areas, each of which includes multiple residency programs. The meetings promote academic exchange among training programs — including their faculty, residents, medical students, and fellows — and allow for interaction with the national SAEM organization. Regional meetings expose young researchers and academicians to the expertise of senior faculty from geographically close institutions, helping to catalyze opportunities for networking and collaboration. Finally, for those who are unable to travel to SAEM's national annual meeting, regional meetings offer exposure to the excitement of cutting-edge EM research and education occurring in proximate sites. Because of reduced costs of attendance and travel, these meetings are also an especially important opportunity for medical students considering or planning to pursue EM as a specialty.

Goals and Objectives of Regional Meetings

SAEM sponsors regional meetings to promote participation in academics by EM faculty, residents, and medical students. The meetings advertise regional opportunities which can benefit the academic development of these participants and increase their awareness of academic EM. They provide opportunities to present original research, enhance research and teaching skills, and discuss new developments and innovations that affect clinical practice, research, and education in EM. SAEM Regional Meetings should focus considerable importance on the involvement of junior faculty, residents, and medical students. Regional meetings should also provide content of similar quality to the SAEM Annual Meeting but with easier, less expensive access for attendees and shorter meeting duration.

SAEM Regions

There are currently seven established Regional Meetings: New England, Midwest, Mid-Atlantic, Great Plains, South Central, Southeastern, and Western. Each region was established based on geographic proximity to stimulate collaboration and connectivity. Involvement at any level in one region does not preclude activities within another region. SAEM considers sponsorship applications for these established meetings, as well as for new regional meetings that involve a minimum of six EM training programs.

SAEM Support for Regional Meetings

This guide is offered as support during the early stages of meeting development. In addition, SAEM offers a variety of support for both new and existing regional meetings to aid in organizing the event.

During the Planning Stage

- Meeting space is available at the SAEM Annual Meeting for the use of each regional meeting planning committee (RMPC). Please reserve this space with SAEM staff at least three months prior to the annual meeting to ensure the adequate allocation of room space and to allow the meeting to be listed in the annual meeting program guide. An SAEM staff liaison will be available during the annual meeting to provide advice on the selection of future regional meeting sites, review hotel contracts, and aid in other important elements of meeting planning.
- The SAEM name and logo may be used in promotional materials. This branding will help participants identify the link between the regional meeting event and the national organization. Please contact the SAEM office for a copy of the logo artwork.
- SAEM staff is available to assist in the development and distribution of marketing for regional meetings, including calls for abstracts.
- SAEM annual meeting policies, scoring systems, and online submission processes are available to facilitate planning. Abstracts submitted to the national meeting can be forwarded for regional meeting consideration. With advanced notice, a regional meeting “checkbox” can be placed on the online annual meeting abstract submission form for automatic consideration of abstracts submitted nationally for inclusion in regional meeting programs. Abstracts submitted to the national meeting will undergo formal grading processes using the standardized rubric available online. This feature can help boost attendance at the regional meeting and is highly encouraged.
- Didactic sessions developed as potential presentations by SAEM committees and task forces are available. Please contact meetings@saem.org for information. For example, the Resident and Medical Student (RAMS) and Clerkship Directors in Emergency Medicine (CDEM) groups have developed resources to increase medical student engagement.
- SAEM will fund the participation of one current member of the SAEM Board of Directors (BOD) to participate in each regional meeting. The SAEM BOD member should be integrated into the regional meeting program. For example, SAEM BOD members have led workshops, given keynote presentations, and have participated at roundtable lunches. These SAEM leadership representatives help link the regional meeting to the national meeting. A list of BOD members with their areas of expertise is available. The RMPC is responsible for contacting the BOD member and confirming travel and lecture schedules. To ensure travel reimbursement for the BOD member, please contact meetings@saem.org at least 90 days before your scheduled meeting.

Regional Meeting Marketing

SAEM staff is available to assist, free of charge, in the development and distribution of marketing for regional meetings. Promotion of regional meetings can be accomplished using simple digital resources and typically consists of announcements and messages/postings to the following SAEM digital platforms:

- SAEM website (posting to other EM websites may also be useful for this purpose).
- SAEM Pulse, the Society’s bi-monthly member magazine.

- SAEM Weekly, the Society’s weekly digital newsletter.
- SAEM social media (Facebook, X (formerly Twitter), LinkedIn, and Instagram).
- SAEM member-targeted brochures and/or eblasts.
- Specific SAEM community sites.

Any printing or postage costs are the responsibility of the RMPC.

Conducting the Regional Meeting

SAEM encourages but does not require that original research presented at regional meetings be submitted to Academic Emergency Medicine (AEM) journal for consideration. New regions may apply for funding of up to \$3,000 from SAEM to help support their regional meeting for the first year only. Subsequent funding sources may be arranged in a manner described in Chapter Two.

Connecting the Regional Meeting to the National SAEM Annual Meeting

- It is recommended that the RMPC chair for each regional meeting seek representation of the SAEM Annual Meeting Program Committee as a way of advocating for the special needs and interests of their region and to present regional ideas and research to the national organization. Entry into the Program Committee is accomplished by submitting a nomination to the national committee for the regional chair, which can be done as part of the yearly interest form submission process or, if this period has passed, by contacting the SAEM Program Committee chair directly.
- Presentations (oral or poster) that are recognized as the “best” from each regional meeting should be submitted for presentation at the upcoming national SAEM annual meeting.
 - Ideally, the top abstract from each region would have already been accepted for presentation at the national level, but if this is not the case, a minimum of one abstract from each region would be given poster presentation space.
 - Additional submissions for Best Resident Presentation and Best Student Presentation may also be considered for acceptance by the national Program Committee dependent upon space availability and scientific interest.
 - To ensure presentation space is available, RMPC members should contact the SAEM Program Committee chair or the SAEM Abstracts Subcommittee chairs to facilitate their abstracts at the national meeting, particularly if they have not already been accepted to this event.
- Didactics from regional meetings may be suggested to the SAEM Annual Meeting Program Committee. These suggestions should be submitted by the planning committee from each region. Presentation decisions are at the discretion of the national Program Committee and the Didactics Sub-Committee.

CHAPTER TWO: HOW TO PLAN A REGIONAL MEETING

Regional Meeting Planning Committee

Every region is required to establish a Regional Meeting Planning Committee (RMPC) responsible for long-term program planning and administration. While most of the planning for the meeting may be performed by a small core of people from different programs within the region, every program in the region must be given the opportunity to be represented on the RMPC. Additional requests from programs in the geographic region to be represented on the RMPC should be welcomed. The mechanism for choosing the leadership of the RMPC should be democratic and ensure stability and consistency in year-to-year planning and administration of the region's meetings. To accomplish these goals, leaders from the immediate past year, the current year, and the following year sites should have representation on the RMPC. Creation of this structure ensures the maintenance of critical knowledge gained in the process of planning regional meetings. Implicit within this leadership structure is the decision of hosting sites for at least the subsequent year beyond the meeting currently in the planning stages.

Members of the RMPC (including the chair) must be members of SAEM and should ideally be appointed to multi-year terms. The regional meetings will require a substantial amount of time from the RMPC chair and a fair amount of administrative support. It is best practice for the department chair of the host institution to give their permission to sponsor the meeting and accept the financial liability and dedication of the time required for the meeting's success. The host institution should have an accredited emergency medicine (EM) residency program.

Designing a Regional Meeting

Program Planning and Content

The Program Committee for each region should develop meeting objectives to guide their planning. Consistent with SAEM's academic focus and strategic plan, the emphasis of these plans should be on the presentation of original research, development of research and teaching skills, and application of science to the clinical practice of EM. Regional meetings must provide programming that is directed specifically toward residents and medical students.

SAEM will carefully review regional meeting applications and reserves the right to propose changes in program content or administration. Final decisions regarding regional meeting sponsorships will be made by the SAEM Board of Directors (BOD).

Program Scheduling

SAEM encourages the scheduling of regional meetings across the academic year. Except under unusual circumstances, regional meetings should not be scheduled within five weeks of the SAEM annual meeting or one-two weeks of another SAEM regional meeting. To ensure no scheduling conflicts, please clear planned dates with the central SAEM office.

Program Locations

Regional meeting sites are selected by the RMPC and are chosen to maximize accessibility to and minimize travel time and cost for EM residents, faculty, and medical students. The RMPC may hold a meeting at the same site each year or rotate it to various sites within the region. Sites for regional meetings should be decided at least one year in advance to allow adequate time for planning and resource allocation for the hosting site.

Budgetary Considerations

Regional meeting applications must be accompanied by a detailed budget (See “Financing an SAEM Regional Meeting”). SAEM expects meeting organizers to carefully consider all potential expenses and ensure they are offset by sufficient income and/or the support of the sponsoring department(s). Each RMPC must have a plan to handle regional meeting profits or deficits; SAEM will not assume responsibility for any deficits. Regional meetings must adhere to SAEM guidelines for commercial support. According to these guidelines, unrestricted educational grants and exhibitors are acceptable forms of sponsorship.

Developing Meeting Goals

Designing a regional meeting should begin by formalizing the specific goals of the meeting. The learning objectives, lecture and workshop curriculum, and course format should all follow this well-developed set of meeting goals.

Knowing and Targeting Your Audience

When developing your meeting goals, it is essential to consider the target audience. Regional meetings usually attract academic physicians, medical students, and residents considering academic careers in EM. This differs from most “clinical” CME meetings which tend to be geared more toward the community practitioner.

Junior- and senior-level faculty who hold key educator or research positions in medical school- and residency-based programs are a regional meeting’s key constituencies. Regional meetings appeal to these individuals because they provide opportunities to present scholarship and develop their interests and skills in research, education, and administration. The regional meeting also provides networking opportunities for faculty to meet SAEM Board Members and other leaders in the academic EM community.

Residents and medical students from diverse programs form another essential constituency at regional meetings, eager to present their scholarly work and engage in career planning and networking. Medical students, particularly those from nearby institutions, should be encouraged to attend regional meetings to gain insights into the residency application process, receive practical guidance on the Match, and benefit from valuable “face time” with program directors.

Writing Learning Objectives

Learning objectives are clear statements of an individual’s performance that can be observed or measured. Based on Bloom’s taxonomy, objectives include an action verb that implies a specific

and measurable outcome. Objective writing for the curriculum (as opposed to a specific lecture) should target “higher-level” cognitive objectives, such as analysis, synthesis, and evaluation. The regional meeting curriculum (lecture and workshop topics) is created based on the regional meeting goals, and the objectives to each event reflect the goals. There should be at least one learning objective for each lecture topic.

Properly written instructional learning objectives:

- Must be student-oriented, not instructor-oriented.
- Must be stated in behavioral/measurable terms, not in abstract terms.
- Must have a time constraint factor (i.e. the objective should be achieved by the end of the course and not require further study or learning by the participant).

An example of a correctly written objective:

Upon completion of this course, participants should be able to:

- Identify the instruments used in vitreous surgery.
- Explain the principles of allergic reactions.
- Describe how to implement spaced follow-up billing procedures.
- Describe the name and extent of the problem.

Behavioral/Measurable Terms for Use in Objectives

- Knowledge/Information: List, arrange, tell, recognize, cite, select, point, record, name, recall, label, identify, trace, record, state, relate, memorize, quote, update, write, define, describe, repeat, reproduce, recite, draw, summarize
- Comprehension: Assess, demonstrate, translate, discuss, illustrate, interpret, contrast, differentiate, express, restate, tell, reiterate, distinguish, explain, summarize, locate, critique, compute, describe, identify, compare, estimate, predict, associate, report, classify, review, reference
- Application: Apply, respond, conduct, match, report, predict, prescribe, sketch, practice, execute, relate, translate, schedule, select, perform, construct, complete, calculate, review, use, utilize, role-play, dramatize, examine, treat, develop, solve, demonstrate, employ, operate, interpret, locate
- Evaluation: Review, conclude, score, investigate, assess, recommend, appraise, evaluate, measure, decide, test, choose, rate, report on, support, grade, estimate, justify, compare, select, critique, determine, revise, argue, defend, interpret, rank, judge
- Analysis: Analyze, critique, quantify, experiment, diagram, contract, detect, inspect, differentiate, extrapolate, relate, infer, deduce, test, catalogue, calculate, debate, question, inventory, distinguish, diagnose, measure, apply, appraise, summarize, categorize, theorize, criticize, separate, contrast
- Synthesis: Develop, formulate, construct, design, modify, assemble, produce, revise, collect, build, create, integrate, manage, generalize, document, compose, establish, devise, arrange, validate, plan, propose, prepare, organize, specify, detect

Selecting Lecture and Workshop Topics

Lectures and workshops are selected after the RMPC agrees upon and develops meeting goals. The brainstorming power of a motivated group of scholars and educators from many programs is a highly valued resource for accomplishing this task and is an important responsibility of the RMPC. Ultimately, the number of presentations at the meeting is based on the meeting duration and schedule arrangement, the different tracks being offered during the day, the available speakers, goals of the meeting, and other resources that can be secured. Another key role of the RMPC is identifying *potential* speakers for the regional meeting consistent with the goals/theme of the meeting. Sources for potential speakers include local and regional experts from the programs in the region, available speakers from other national regions, and national SAEM leaders in attendance. Presentation of didactics at regional conferences should be encouraged for local faculty members to increase exposure and as part of their regular promotion paths.

Designing the Agenda

The regional meeting agenda is limited by time, space, and financial constraints. While most of the meeting will be devoted to the presentation of submitted scholarship, there is an opportunity to divide the meeting into tracks. Tracks divide the audience into groups based on their goals for attending the meeting; for example, “Education,” “Research,” and “Administrative” tracks or by type of attendee: “Faculty,” “Resident” and “Medical Student” tracks. Each track would address different objectives based on the goals of the designated audience. Dividing the meeting into tracks may require more resources (space, speakers, AV support, etc.) than one general track. This burden can be mitigated by scheduling one portion of the meeting into tracks, while the remaining portion of the meeting is geared toward a general audience.

A sample agenda can be found in Chapter Six, Figure 2.

Scholarship Submissions

SAEM regional meetings are a great platform for the presentation of high-quality scholarship in EM. Submissions come from junior faculty starting their academic careers, senior faculty sharing advanced research or educational and administrative innovations, and residents and students who are testing the academic waters for the first time. It is important to take an inclusive approach to abstract submission, which often means creating a community where junior authors are mentored through the process of submitting a quality abstract. This mentorship can be provided in a variety of ways, either at the institutional level or through the RMPC.

In addition to abstract submissions to regional meetings, SAEM can assist in the collection of Clinical Images in EM submissions to regional meetings. These submissions may be reviewed by RMPC members and included in the conference program as an additional educational resource for attendees. Clinical Images in EM often serve as a useful category to present interesting clinical reports from local submitters on rare or classic presentations as an optional addition to meeting programs.

Reviewing Submissions

Abstracts to the regional meeting are submitted through the SAEM website (Cadmium) and provided to the RMPC after the submission deadline. Abstract reviews are a function of the RMPC and are performed using a pre-designed scoring rubric according to the following recommended steps:

1. Blind the abstracts, divide the number of submitted abstracts by the number of members on the committee, and distribute along with a copy of the Abstract Scoring Rubric (see Chapter Six).
2. Remove any scoring conflicts of interest (e.g. individuals should not be scoring abstracts in which they have taken part in the project or where a close working or personal relationship exists between the grader and members of the research group).
3. If time, motivation, and resources allow, create a smaller committee of experts to score abstracts a second time and use the average as the final score.
4. Categorize oral vs. poster presentations based on the abstract score and time/space available at the meeting.
5. Create awards for the highest scoring abstracts (separate for faculty, residents and medical students) for both oral and poster presentations.

Creating the Schedule

The regional meeting schedules lectures, workshops, breakout sessions, tracks, and oral and poster presentations into allotted spaces on a timetable. Scheduling should consider speakers' travel itineraries, meeting space availability, breaks, and lunch (including possible lunchtime sessions), and, if possible, audience travel plans. Plan to schedule arrivals the night before the first session to allow for an early start the next morning; likewise, consider a closing time that will permit participants to return to their home location the same day.

Keynote and/or plenary sessions may be planned to allow the presence of all meeting attendees. A keynote address may be given by a regional or national leading speaker, and plenary research submissions may include the highest scoring or most impactful submissions likely to be interesting to all audience members. A typical regional meeting allows for both oral and poster research presentations; however, depending on the region, space and time constraints, and the RMPC preferences, this may not always be the case. A one-hour session usually allows sufficient time for four-five oral presentations.

Time and meeting space should be set aside for the viewing of poster presentations (one hour per 25-40 posters). Ideally, poster presentations would occur in one large room. If the volume of submissions necessitates multiple poster sessions, due to both space constraints and audience attention deficits, it is important to allow sufficient time before, between, and after each session for the presenters to put up and take down their posters. Poster sessions can occur on separate days, as the schedule permits.

Previously successful keynote and/or educational session topics have included:

- Research: Abstract submission, authoring a manuscript, grantsmanship, evidence-based medicine, biostatistics, research methodology.

- Academic skills: Faculty development, career planning, time management.
- Education: Bedside teaching, giving feedback, designing a curriculum, teaching skills lab (ultrasound, simulation, etc.).
- Administration: Academic promotion, continuous quality insurance, balancing wellness

Variations in Design

Meeting designs are flexible and can vary significantly in format.

- Duration: Meetings can be single-day events or extend over two days.
- Focus: Some meetings center solely on presenting original research, while others incorporate didactic sessions within the curriculum.
- Presentations: While some meetings plan exclusively for oral research presentations, others allow additional time and space for poster presentations.
- Session Structure: Meetings may include breakout sessions or entire tracks dedicated to specific topics. Optional workshops and skills labs are also common, with some sessions tailored for residents and students, and others designed to “train the trainer.”
- Additional Components: Panel discussions and debates are often included to enhance engagement and learning.

The format and design of each meeting are ultimately defined by the creativity and vision of the RMPC, allowing for a unique experience tailored to the event’s goals and participants’ needs.

Special Events

Regional meetings provide many opportunities to partner with SAEM academies and the SAEM Foundation (SAEMF).

The SAEM Foundation

To support emergency care research and education grants awarded through the Foundation, SAEMF hosts local fundraising dinners at top-notch restaurants across the country. If you are interested in having the SAEMF host a dinner during your regional meeting, contact foundation@saem.org.

SonoGames®

Held each year at the SAEM annual meeting, SonoGames is a popular and innovative game-style approach to EM ultrasound education, in which residency teams face off in an energetic competition that demonstrates their hands-on skills, knowledge of point-of-care ultrasound, and clinical-decision making abilities. SAEM’s Academy of Emergency Ultrasound (AEUS) can help you create a SonoGames educational event at the regional level that upholds the integrity of the national games and shares the same branding and popularity. Regional SonoGames must meet the below criteria:

- Must be organized and run by a Regional SonoGames Planning Committee (RSGPC).
- Must have an onsite event coordinator (OEC) who will oversee and facilitate the running of the event and liaise with the RSGPC. The OEC should be a member in good standing of AEUS and possess previous experience with the official, national SonoGames event as a

past SonoGames committee member, judge, or station moderator. This is to ensure that the spirit, quality, and execution of the games maintain a high standard like that of the national event. The prospective OEC must be approved by the AEUS Executive Committee and, if approved, will report directly to the AEUS immediate past president.

- Requests for approval of a regional event must be submitted by the RSGPC in writing to the AEUS immediate past president no later than three months prior to the event date, although six months is recommended. The AEUS Executive Committee must approve the event.
- One month prior to the event, the OEC must submit all pertinent event details and information to the AEUS past president for review and approval.

Financing a Regional SAEM Meeting

Determining Expenses

Program chairs without substantial financial planning experience should consider contacting CME directors or coordinators employed by their institution or other regional institutions that sponsor CME meetings for advice on budgeting. Items to consider in determining regional meeting expenses include:

- Pre-meeting costs: CME application fee, printing costs for brochures/flyers.
- Speaker fees: Speaker travel, honorarium (rarely offered), gifts/plaques (frequently given in place of an honorarium).
- Awards for winning abstracts/presentations.
- Hotel/space costs: space/room rental, tables/tablecloths/pens/paper, poster boards, rental screens for eposters, AV equipment, onsite AV personnel.
- Registration fees (per registrant).
- Syllabus printing costs.
- Food/beverage: meals, coffee/tea breaks, alcohol (expensive, many funding sources will not support it), fees associated with meals (tax, service fees)
- Extras: Signage, special events (SonoGames, etc.)

There is wide variability in the format, content, and style of the regional meetings; therefore, budgets will vary widely. Although the aesthetics of hosting a meeting at a hotel can be favorable, hosting a meeting at a university may be more cost-effective.

Identifying Potential Funding Sources

There are three major sources of regional meeting income: academic departments, industry support, and registration fees.

Academic Departments

This model relies on an academic department to bear all expenses. An advantage of this model is that learner attendance is usually easier to compel, although overall attendance from other institutions may be lower.

Industry Support

Another funding option is to solicit industry support to provide funds for “extras” such as food and beverages, a luxurious location, and/or a well-outfitted meeting space. SAEM has found that academically oriented regional meetings in a logistically convenient location and with easily accessible travel are more likely to positively affect attendance than other “perks,” as ultimately participants attend the regional meeting primarily to present and listen to research while gaining new academic skills.

Registration Fees

Registration fees are another key source of funding for regional meetings. It’s important to consider any discounts offered and how they will be applied. While allowing medical students to attend for free may seem appealing, many non-paying participants can significantly impact the budget, especially if per-person costs such as food are substantial.

Expenses Covered by SAEM

SAEM will cover the travel expenses for one member of the SAEM Board to attend each regional meeting as a speaker. This covered expense should be factored into the regional meeting budget. The SAEM BOD member typically presents on SAEM’s history, mission, member programs, services, and strategic initiatives. The SAEM Board member may deliver the keynote address, or the content can be tailored according to the preferences of the RMPC and the invited Board member.

Additionally, SAEM funds travel expenses for one SAEM staff member per regional meeting to provide expertise and assist with logistics, including setup and registration. The RMPC should consider this individual’s availability and potential roles in supporting the meeting’s operations. SAEM offers \$1,000 in sponsorship support to regional meetings which must be requested by the sponsoring institution.

Estimating Participant Revenues

The current best method for estimating prospective numbers of regional meeting attendees is to review attendance records from the previous few years. This pragmatic approach can be combined with obtaining a “feel” for meeting interest across the region to arrive at a general idea of attendance numbers. Because most regional meeting participants attend to present research or to support those who are presenting research, a much better idea of expected attendance can be obtained after abstract submissions close and acceptances are mailed. Additionally, academic chairs and residency program directors can have a significant impact on meeting attendance, so after attendee numbers are estimated, it is helpful to break the number down into anticipated faculty, residents, students, and allied health professionals and set costs accordingly. One way of doing this is to set the lowest fee per participant as close as possible to the minimum cost per individual. Alternatively, meeting organizers may consider offering “scholarships” to certain groups (such as students) that would enable them to attend for free. Scholarships should be limited to a predefined number to allow the expense to be appropriately budgeted. The effect of registration costs on attendance is a debated issue. In general, the

younger the learner, the less willing or able they are to pay a higher registration fee; this should be considered when accounting for participant revenues.

Determining Revenues from Supporting and/or Participating Academic Departments and Programs

As previously stated, in some regional models, the primary funding agents are the academic departments from within that region. Partial funding from academic departments can come from sponsorship of a specific regional meeting event (e.g. a reception, coffee break, etc.) or sponsoring the attendance of a certain number of students from their institution. Another method is to assign a fixed fee to each participating program and offset this by offering reduced costs to those programs. Also critical to meeting planning is to have an entity that will pay for nonrefundable expenses should meeting attendance fall critically short of expectations. Typically, the host institution assumes this role.

Identifying Potential Industry Sponsors and Mechanisms of Industry Support

Of the three potential funding sources, soliciting monies from industry is the most time consuming and perhaps the most challenging. In addition, to avoid or minimize commercial bias, special planning is necessary when industry supports a meeting where CME credit is offered. Companies must also adhere to internal guidelines governing the content and method by which they fund educational programs. SAEM adheres to the [CMSS Code for Interactions with Companies](#) and all regional meetings must also adhere to these guidelines. It is the responsibility of the RMPC chairs to ensure that SAEM and CME guidelines are followed. Any questions or assistance with industry support should be directed to the SAEM headquarters.

Unrestricted Educational Grants

Economic constraints on companies and policies set by the American Medical Association (AMA) and the American Council on Graduate Medical Education (ACGME) have made the process of soliciting funds from industry difficult. Soliciting an unrestricted educational grant is the most advantageous but is often of least interest to companies — unless they happen to be marketing a particular product to EM physicians. The lead time required to solicit funds for industry support may be six months or more. Most companies have an online system of proposal submission. Completing these online forms can be time-consuming. Companies typically ask for precise details about meeting content and expected audience. Because regional SAEM meetings are primarily research-based and involve many junior-level learners (e.g. students and residents), companies may wish to contribute their small educational budgets to meetings with agendas and audiences that better match their funding goals. Product display can also be problematic if medical students are involved because medical schools generally have strict policies in place regarding student exposure to pharmaceutical and equipment company-based information based on Liaison Committee on Medical Education evaluations.

Display Tables

An alternative to unrestricted educational grants is to charge fees to industry for display tables. The advantage of this option is that display tables require less documentation, lead time, and effort; conversely, they provide less revenue. From the industry standpoint, companies will want

to know the proximity of the display table to the meeting space and how it will be marketed to attendees.

Handling Payment

The SAEM headquarters supports regional meetings by housing a central registration website which can accommodate credit card payments for both pre-meeting and onsite online registrations. This is the preferred method of payment as onsite payment acceptance can be a slow process. Occasionally, an attendee will appear whose program or institution has yet to pay for their individual registration. When this happens, the best protocol is to have them pay the individual registration fee onsite and provide a receipt so that reimbursement may be obtained from their institution or program.

Modifying Your Budget Based on Anticipated Financial Support

After reviewing your expected revenues, look for items that can be removed at the last minute should the meeting experience a shortfall in revenues late in the pre-meeting time frame.

A sample budget can be found in Chapter Six, Figure 3.

Addressing Potential Conflicts of Interest

Consistent with the requirements of CME meetings, financial relationships and other relevant conflicts of interest must be disclosed for each presentation. The acknowledgment of conflicts of interest is essential and relevant to the evaluation, interpretation, and application of research discoveries or recommendations made in didactic lectures.

A conflict of interest with the research presenter is defined as any significant financial or professional relationship with the manufacturer of any commercial products or the provider of any commercial service involved in the research presentation. These relationships may include but are not limited to, grant or other research support, employment, consulting or speaker bureau arrangements, and major stock ownership within the past 12 months.

The SAEM online abstract submission forms used for regional meetings include checkboxes and spaces for participants to disclose financial relationships and conflicts of interest. All presentations should include financial disclosure information and other potential conflicts of interest. For oral presentations, this is preferably on the second slide in the presentation immediately following the title slide. For poster presentations, this is preferably placed at the lower right corner of the poster.

Marketing the SAEM Regional Meeting

Marketing a regional meeting will help boost attendance which in turn may increase perceived impact and attract high-caliber speakers. This may result in even greater attendance revenue which can be used in part to offset speaker expenses or provide an honorarium. As a rule of thumb, the regional meeting marketing campaign should launch early enough in an academic or

calendar year to allow attendees to reserve time in advance to attend. See Chapter One for additional suggested marketing resources.

Targeting Prospective Participants

Academic EM faculty and residents traditionally comprise the bulk of prospective attendees within a region. This is unlikely to change regardless of marketing strategy; therefore, maximizing participation from within the region can be most effectively achieved through directed marketing to these groups. Beyond these, physician attendees, medical students, physician assistants, nurses, and EMT/paramedics are additional groups that can be targeted for marketing. Targeted emails and postings to practice-specific websites are effective ways to reach these groups with your marketing message.

Email Marketing

A targeted email to EM residency program directors and coordinators within the region is one of the most time- and cost-effective marketing methods. Emails to EM residency program directors and coordinators located outside the region, especially from geographically neighboring regions, may also be effective, as well as emails to research directors and department chairs. The national SAEM office can also assist the RMPC with geographically specific email marketing and with posts to selected SAEM community sites such as Council of Emergency Medicine Residency Directors (CORD) and the Association of Academic Chairs of Emergency Medicine (AACEM). Contact meetings@saem.org for assistance.

The goals and timing of email marketing can be divided into categories:

- Call for abstracts.
- Save-the-date reminders.
- General information (agenda, course content, speakers, meeting location, etc.).

The “save the date” announcement and general information emails should be sent with consideration as to the yearly EM residency academic schedule; thus, as soon as possible within the respective academic year. This initial email may also include the call for abstracts. Subsequent abstract submission reminders may be made several (one or two) months before the abstract submission deadline as well as one to two weeks before the deadline.

Medical students can be targeted most effectively via emails directed to medical schools’ emergency department chairs, the faculty member serving as the instructor of record, or the Office of Student Affairs. When available, an SAEM Resident and Medical Student (RAMS) representative can be requested to be onsite to talk to attendees about RAMS resources.

While a significant portion of the didactic sessions in a given regional meeting may be of little or no interest to physician assistants, nurses, and paramedic groups, individuals whose abstracts have been accepted are likely to attend; therefore, targeting a call for abstracts to these groups may be effective in yielding their participation and subsequently boost attendance.

Considering Timing

The timing of your regional meeting can have a tremendous impact on attendance. SAEM encourages the scheduling of regional meetings across the academic year; however, within a given region, there may be unwritten, but established, patterns for the timing and duration of a regional meeting. In general, the timing of a meeting should be planned to avoid conflict with other major national EM conferences. Regional meetings should not be scheduled within five weeks of the SAEM Annual Meeting or one to two weeks of another SAEM regional meeting. To ensure no scheduling conflicts, please clear planned dates with the central SAEM office.

The meeting's timing (weekday vs weekend) may also influence meeting attendance. Regions that are geographically larger and require greater travel time may be better suited for a weekend meeting and vice versa. The weekday that is widely used as the constituent programs' didactic conference day may also be optimal for hosting a regional meeting.

Investing Regionally

The RMPC's advocacy at their home institutions is essential to improving the attendance and program quality of a regional meeting. The involvement of key individuals (e.g. program directors, chairs, fellowship directors, etc.) as regional meeting moderators and/or speakers increases the likelihood that residents and others from their respective programs will attend the meeting.

Generally, a higher number of accepted abstracts will result in a higher number of presenting authors and a higher number of meeting attendees. Maintaining the highest caliber of academics should be of paramount importance to meeting planners; however, providing an adequate number of authors the opportunity to present their research is also important. Due to limitations of time and physical space, submissions to some regional meetings may even be more competitive than the SAEM annual meeting in terms of the ratio of submitted abstracts to accepted abstracts.

CHAPTER THREE: APPLYING FOR A NEW OR ESTABLISHED REGIONAL MEETING

The Regional Meeting Application Process

Applications for regional meetings must be well-developed and include explicitly described and measurable objectives. Planning should begin at least one year before the proposed meeting dates. A completed application must be submitted to the SAEM office no later than eight months before the requested meeting date.

Submitting the Application

A copy of the completed [application](#), a detailed budget, and the Regional Meeting Planning Committee (RPMC) chair's curriculum vitae must be submitted electronically to SAEM staff at meetings@saem.org. Once an application is reviewed for completion, it is sent to the SAEM Regional Meeting Subcommittee (a subcommittee of the SAEM Board of Directors) for review. Questions or suggestions regarding the meeting plan will be communicated directly to the RMPC chair by the SAEM Director of Membership and Meetings.

Application Review and Approval

Upon subcommittee approval of the application, it is forwarded to the entire SAEM Board of Directors for final review and vote. When possible, the BOD will make a final decision within four weeks of the original application receipt. Reapplication is required on an annual basis.

After Approval

Upon SAEM Board approval, the RMPC will receive an approval letter accompanied by a sample call for abstracts. While the RMPC is not required to use a replica of this sample, nor the online abstract submission form, the committee should adhere to the guidelines for a [Properly Formatted Abstract](#) on the SAEM website.

The RMPC will then submit to SAEM its own call for abstracts for publication SAEM Pulse and SAEM Weekly (Chapter 6, Figures 5 and 6). A similar call is posted on the SAEM website (Chapter 6, Figure 4) Once the abstracts have been received by SAEM, they will be gathered and sent to the RMPC chair.

Starting at four weeks prior to the meeting date, weekly registration reports are provided by SAEM Headquarters to the RMPC based on payments collected on the central website provided by SAEM for handling the regional meeting registration. On-site, SAEM also provides (upon request) a 10' SAEM branded backdrop to be placed at registration or anywhere else deemed appropriate. If desired, SAEM-branded merchandise can be made available for purchase at the regional meeting as arranged by SAEM staff.

CHAPTER FOUR: LESSONS FROM REGIONAL LEADERS

Successful Strategies

Scheduling

- A half-day Friday afternoon and all-day Saturday event is usually sufficient and leaves Sunday open for travel or relaxation. Most out-of-town attendees fly in on Friday around noon and stay for one night. For smaller geographic regions, a one-day event is often sufficient.
- Suggested meeting breakdown:
 - Half-Day Friday
 - Opening remarks/keynote address.
 - Plenary session oral abstracts (like SAEM's annual meeting format, only these are judged live).
 - Two parallel tracks for mini oral abstracts (five minutes for presentation followed by two minutes for questions).
 - Full-Day Saturday
 - Two parallel tracks for mini oral abstracts plus medical student session/hands-on/residency advising.
 - Lunch with residency fair.
 - Oral abstracts for afternoon.
 - Closing reception at 5 p.m. with awards.
- For invited faculty and participants arriving the evening prior, consider an informal lecture (e.g. "what's new and exciting at this site") and/or a planned dinner.
- A meeting "theme" helps focus content, target marketing, and recruit panelists (e.g. "Disruptive Innovation in EM Education").
- Double-check the order of presentations and make this available to all those involved in a format that is accessible to everyone (e.g. PowerPoint).

Research Presentations

- Involve presenters and judges from institutions within or near the region as this encourages attendance from outside institutions, making it a true regional endeavor. This is important as it is easy for regional meetings to become dominated by the host institution with limited regional participation.
- Rather than poster boards, consider instead a mini oral format (five minutes for presentation, two minutes for questions). Another option is to use poster boards for most abstracts and select only the best from each institution for oral presentation. ePosters are a third option, but this needs to be vetted carefully to ensure adequate space and the availability of IT support.
- To encourage attendance and junior faculty/resident presentations, consider accepting a high ratio of submissions. Designate the best posters for plenary sessions and allow time and space for the presentation of the overflow.
- Encourage submissions of abstracts to national and regional journals.

- Design your plenary session to include awards (e.g. top abstracts, top abstracts from each residency program, best overall, best student project, etc.).
- Moderators should be tasked with keeping the meeting on track. Consider having a presenter (mid-level or senior faculty) also serve as a moderator for their own mini oral session.
- Require that mini oral presentation slides be emailed in advance and loaded on laptops prior to the meeting. If this is not possible and data must be transferred onsite via thumb drive, make sure the thumb drive is first scanned for viruses and do not perform the transfer on the primary presentation computer. Place the same presentation folders on every computer and label them per room.
- Limit presenters from making last-minute changes to presentations as this delays the session and can appear unprofessional.
- Supply small time clocks or use a smartphone alarm function to keep track of time.

Attendance and Events

- Solicit the help of emergency medicine interest group (EMIG) presidents to drum up support within regional medical schools.
- Regional meetings are a great place to hold regional SimWars and SonoGames competitions that involve medical students.
- A residency fair (one table per residency), including lunch, is also an effective way to keep attendees from leaving the venue in the middle of a full day.
- Hold an organizational meeting for the coming year's meeting at a set time, such as during lunch on Saturday. Set aside time to discuss meeting successes, failures, and finances.

Funding and Logistics

- Have one repository for excess funds generated from meeting to support subsequent meetings. The host program is allowed to keep 50% of the surplus. Some regions pool the surplus to fund research efforts by the participating residency programs.
- Identifying a non-physician point person early on is key. This go-to person will not only provide valuable input, especially during planning, they can also help keep tabs on things.
- A printed syllabus is not critical, but it does provide young investigators a publication in which to have their abstracts published or at least listed. Printing is expensive, so consider publishing the list online or printing it in limited quantities and making it available at the meeting.
- Assign a host program site two-three years in advance.
- Put the regional meeting host/planners for the coming year in touch with those from the current and previous years.
- Planning one year in advance is important, particularly for securing the presenters, launching marketing promotions, and generating general interest. Planning for the following year's meeting should already be underway.
- Launching a webpage in advance helps with meeting organization and marketing.

- Host computers should be updated with the most current software so that all presentations are viewable.
- To save money, consider recruiting local programs to bring their own LCD projectors and laptops.
- Create a funding mechanism that will enable the distribution of funds (at least \$1,000) in advance to allow the host program to place a deposit to reserve the venue. This amount can then be credited to the program for faculty/resident registration.
- If name tags are provided, print font largely so it can be seen from several feet away.
- Alternate the meeting among host venues within a region to allow every residency program to be near to the meeting at some point and not have to travel.
- If holding the meeting at a hotel, select a relatively inexpensive one that will fit the budgets of junior faculty, residents, and medical students. Negotiate a suite for the meeting organizers so that you will have extra space available in which to store equipment after each session.
- Many regions have had success holding their meetings on university campuses in lecture halls and meeting rooms.
- Make sure you have the ability onsite to accept credit cards for registration payment. If needed, consult with SAEM headquarters on this process.
- Ensure that any outside funding works with SAEM guidelines.

Practices to Avoid

- Allowing people to go off-site for lunch adds complexity to meeting schedules and may reduce afternoon attendance.
- Don't rely on financial surplus from charging medical students, given that this may be outweighed by food expenditures.
- For some regions, the CME process can be too cumbersome and expensive, especially if most attendees are academic faculty who don't need additional CME or residents and students who don't need it at all.
- Sticky paper name tags will fall off.
- It's unlikely that many attendees will come for more than one afternoon if the event is held on a weekday.
- Requiring payment in advance of the meeting is far easier than tracking down payment for meeting attendees after the fact.

CHAPTER FIVE: AFTER THE MEETING

Reporting on the Regional Meeting

Within 60 days of the close of a regional meeting, the regional meeting planning committee (RMPC) chair is required to submit a post-meeting report to the Board of Directors (BOD) as well as a 50-100 word “Regional Meeting Report” for SAEM Pulse (including a photo from the event is strongly encouraged but not required). The Pulse report should outline the highlights of the regional meeting and include a brief synopsis containing the date and location of the meeting, the number of programs and people participating, keynote address speaker and topic, academic tracks, forums or workshops offered, group social or extracurricular events, and winners of any competitions held.

Post-Meeting Review of Unnecessary Expenses and Failed Revenues

This post-meeting review by the program chair, program committee, and future program committee is important to ensuring the success of future meetings. This review forms the basis for the continuing body of knowledge used within the region to plan future meetings. Questions should be asked by the RMPC such as:

- Was CME credit a vital part of the meeting?
- Was the food expense necessary for the success of the meeting?
- Were there expenses that should be cut in future meetings?
- Are there other means of encouraging attendance (hence more registration revenue)?

Revenue Surplus

The current guidelines are that any revenue above expenses is given to the institution hosting the regional meeting the following year. This may be modified by mutual agreement by the RMPC members, for example to maintain a funding source for future meetings from the occasional prior meeting revenue surpluses.

CHAPTER SIX: FIGURES AND RECOMMENDED TIMETABLE

Regional Meeting Host Checklist

Completion Date	Goal	Activity	Cost
-12 months	Long-range planning	Set up schedule with university, department, and hospital. Establish time and place for meeting, reserve rooms.	Time
-8 months	Seek SAEM support	Complete SAEM forms online. Create tentative budget and schedule. Develop special programming. Solicit sponsorships and academy involvement.	Time
-6 months	Obtain SAEM support	SAEM Board provides final approval of application, budget, schedule, etc.	No Charge
-5 months	Develop online presence	Work with SAEM on developing landing page, abstract submissions open/close dates, registration platform, and linking all external sites through SAEM.	Time
-5 months	Establish roster of speakers	Reach out to SAEM academies, SAEM Board, and local groups for keynote suggestions.	\$200-\$500
-4 months	Financial support and sponsorships	Contact vendors and hospitals for support in return for advertising space, tabletop display, etc.	\$1,500+ income
-4 months	Marketing	Develop and launch marketing in SAEM Pulse, SAEM Weekly, SAEM social media, SAEM website, and through targeted emails.	Time
-4 months	Confirm venue	Assure adequate number and size of meeting rooms, projection facilities, and boards for posters. Block rooms at local hotel.	\$8/person management fee
-4 months	Email call for abstracts	Email previous participants and program directors.	Time
-2 months	SAEM funding	Submit request to SAEM for \$1,000 funding support.	No Charge
-6 weeks	Abstract deadline	Collect and review abstract submissions.	Time
-5 weeks	Setup schedule	Contact submitters with accept/reject notifications and assign presentations to slots.	Time
-4 weeks	Prepare brochure	Develop brochure/agenda and add sponsorships.	\$300/100
-2 weeks	Prepare onsite materials	Create name tags, awards, schedules, registration forms, etc.	\$500

-2 weeks	Final checklist	Confirm food/beverage, AV, CME instructions, etc.	Time
-24 hours	Confirm venue readiness	Visit venue and make sure everything is ready to go.	Time
Day of	Registration	Set up registration area, confirm printer and laptop communication.	Time
Day of	Enlist volunteers	Ensure there are extra hands on deck to assist in troubleshooting.	Time
+1 week	Thank you	Email personal thank you to everyone who assisted in the success of the meeting.	Time
+4 weeks	Report to SAEM	Submit report to SAEM outlining successes of the meeting, actual budget, additional sponsorships, attendance, etc.	Time
+4 weeks	Meeting revenue	SAEM cuts check to host institution for total amount of registration fees collected.	No Charge

Figure 1: [SAEM Regional Meeting Application](#)

Figure 2: Sample Agenda

AGENDA

			# Abstracts	CME
7:00 – 8:00 AM	Breakfast, Exhibit Hall	Ballroom		
7:55 AM – 8:00 AM	Co-Chair's Welcome Remarks	Ballroom		
8:00 AM – 9:00 AM	Keynote Address: Ambrose Wong Patient Agitation, Mental Health Crises, and Workplace Violence in the Emergency Department: A Systems Approach	Ballroom		1.00
9:00 AM – 10:00 AM	Plenary Oral Presentations (10 min each + 2 min Q+A)	Ballroom		1.00
	9:00 – 9:12 AM UCONN School of Medicine		1	
	9:12 – 9:24 AM UMMS-Baystate Medical Center		1	
	9:24 – 9:36 AM Brown Alpert Medical School		1	
	9:36 – 9:48 AM Harvard Medical School-BIDMC		1	
	9:48 – 10:00 AM Yale School of Medicine		1	
10:00 AM – 10:15 AM	Break, Exhibit Hall			
10:15 AM – 11:15 AM	Lightning Oral Presentations (5 min each + 1 min Q+A)			1.00
	Track A	Suite A	10	
	Track B	Room 401	10	
	Track C	Room 402	10	
	Track D	Room 410	10	
	Track E	Room 519	10	
11:15 AM – 12:00 PM	Poster Session	Suite B	24	0.75
12:00 PM – 1:00 PM	Lunch, Exhibit Hall, SAEM BOD Update (30 minutes)	Ballroom		0.50
1:00 PM – 1:30 PM	AWAEM Talk	Ballroom		0.50
1:30 PM – 2:30 PM	Plenary Oral Presentations (10 min each + 2 min Q+A)	Ballroom		1.00
	1:30 – 1:42 PM UMMS-UMass Memorial Medical Center		1	
	1:42 – 1:54 PM Harvard Medical School-BWH/MGH		1	
	1:54 – 2:06 PM Tufts Medical School-Maine Medical Center		1	
	2:06 – 2:18 PM Geisel School of Medicine at Dartmouth		1	
	2:18 – 2:30 PM Boston University School of Medicine		1	
2:30 PM – 2:40 PM	Break			
2:40 PM – 3:30 PM	Lightning Oral Presentations (5 min each + 1 min Q+A)			0.75
	Track A	Suite A	8	
	Track B	Room 401	8	
	Track C	Room 402	8	
	Track D	Room 410	8	
	Track E	Room 519	8	
			124	6.50

Figure 3: Sample Budget

	Estimated	Actual
Venue		
Facilities Charge	\$ 3,850.00	
AV	\$ 4,620.00	
Poster Stanchions (22 max)	\$ 240.00	
Food & Beverage	\$ 22,275.00	
Total	\$ 30,985.00	\$ -

	Estimated	Actual
Supplies		
Program Books	\$ 1,500.00	
Name Badge Inserts	\$ 100.00	
Name Badge Holders	\$ 100.00	
Name Badge Lanyards	\$ 100.00	
Signage	\$ 100.00	
Masks	\$ 20.00	
Total	\$ 1,920.00	\$ -

	Estimated	Actual
CME		
Base charge	\$ 1,800.00	
\$6 Per certificate	\$ 600.00	
Total	\$ 2,400.00	\$ -

	Estimated	Actual
Travel (Flight, Hotel, Mileage, Meals)		
Keynote Speaker	\$ 1,000.00	
Meeting Chair	\$ 500.00	
Meeting Coordinator	\$ 500.00	
Total	\$ 2,000.00	\$ -

	Estimated	Actual
Other		
Coordinator	\$ 7,500.00	
Pre-Conference Dinner	\$ 1,500.00	
Total	\$ 9,000.00	\$ -

	Estimated	Actual
Total Expenses	\$ 46,305.00	\$ -

INCOME

	Estimated	Actual		Estimated	Actual
Registration Fees (In-person)			Fees	Total	Total
Faculty/Attending	90		@	\$200	\$ 18,000.00
Resident	205		@	\$95	\$ 19,475.00
Fellow/Trainee	20		@	\$150	\$ 3,000.00
Allied Health Professional	2		@	\$150	\$ 300.00
Admin/Other	0		@	\$150	\$ -
Research Assistant/Coordinator	10		@	\$75	\$ 750.00
Student	20		@	\$50	\$ 1,000.00
Meeting Chair	1		@	\$0	\$ -
Meeting Coordinator	1		@	\$0	\$ -
Keynote Speaker	1		@	\$0	\$ -
Total In-Person Participants	350	0			\$ 42,525.00

	Estimated	Actual
Other Support		
SAEM Support	\$ 1,000.00	
Exhibitors (\$1,000 each)	\$ 3,000.00	
Totals	\$ 4,000.00	\$ -

	Estimated	Actual
Total Income	\$ 46,525.00	\$ -

PROFIT - LOSS SUMMARY

	Estimated	Actual
Income	\$ 46,525.00	\$ -
Expenses	\$ (46,305.00)	\$ -
Net	\$ 220.00	\$ -

Figure 4: [SAEM Regional Meeting Landing Page](#)

Figure 5: [SAEM Weekly](#) digital newsletter

Figure 6: [SAEM Pulse](#) magazine