

ACS Regional Meeting Organizer Training 2026

Welcome and Goals

Steve Tajc

Regional Meetings Subcommittee

Goals of Training

1. Provide resources for regional meeting organizers to plan regional meetings
2. Connect regional meeting organizers to each other, ACS staff, the regional meetings subcommittee, and others who support ACS regional meeting organization
3. Provide tips, tricks, and timelines for creating a volunteer team and fundraising for regional meetings

Regional Meeting Planning Resources

Sydney Vranna

Assistant Director, Events

Resources: Regional Meetings Resource Portal

- Link for Regional Meetings and Resource Portal: <https://www.acs.org/events/regional.html>
- Calendar
 - ▶ Submit a meeting
- Training
 - ▶ OnDemand Videos
- Resources
 - ▶ Where to start: Team building, timeline
 - ▶ Resources by topic

ACS Staff Support and Programs

Sydney Vrana

Assistant Director, Events

Staff Support Team for Regional Meetings

- In addition to several staff who support regional meetings in the background, each regional meeting organizing committee gets a team of staff to support the meeting directly:
 - ▶ A meeting planner (lead for communication and work for ACS staff)
 - ▶ A registration coordinator
 - ▶ An abstract specialist
 - ▶ A marketing coordinator
 - ▶ A mobile app manager
- Each regional meeting gets the following staff onsite to support the event during the meeting days
 - ▶ A lead meeting planner (usually the same meeting planner who helped with planning)
 - ▶ A logistics assist meeting planner
 - ▶ A registration coordinator

Event Logistics & Getting Started

Sydney Vranna

Assistant Director, Events

Event Logistics and Getting Started

- Memo of Understanding (MOU)
 - ▶ Agreement between the region board and the local organizing committee
 - ▶ Template is on the portal but regions can create their own
- Meeting Management Agreement (MMA)
 - ▶ Agreement between the local organizing committee and ACS events staff
 - ▶ Staff cannot start work without this being completed
 - ▶ Includes a menu of services offered by staff and is created during a meeting with all parties to ensure understanding
- Contract Signer
 - ▶ One person needs to be identified as the signer for all contracts for a regional meeting (example - hotel contract)
 - ▶ This person must be a representatives of the incorporated entity
 - ▶ This person is identified on the MMA

Timeline and Abstract System

Rosanna Rizo

Program Specialist, Abstracts

Technical Program Process

- Timeline created by MAPS/Abstracts Coordinator
 - Technical Program Kickoff with General and Program Chair(s), led by Abstracts Coordinator
- ACS abstract enterprise platform
 - ScholarOne - MAPS (Meeting Abstract Programming System)
- Guidance and Resources
 - Training
 - Check-ins
- Final Program Deliverables
 - Full Program, Authors List, Abstracts Separates
- Meeting Support
 - Digital assistance
 - Collaboration with Topical ACS Divisions through Office of Scientific Content Management

2025 Mid-Atlantic Regional Meeting

MARM

South Orange, New Jersey

May 28-31, 2025

Program Chair:

General Chairs:

MAPS Contact: Rosanna Rizo, r_rizo@acs.org

Meetings Contact: Meeting planner name, email

DEADLINES	Due Date
C&EN Call for Papers Due to ACS	8 months
MAPS Opens for Abstract Submitters	6 months
MAPS Soft Close for Abstract Submitters (optional)	4 months
MAPS Closes for Abstract Submitters	4 months
Symposium Organizer Sessioning Begins	3 months
Symposium Organizer Sessioning Completed	3 months
C&EN Final Program Summary Due to ACS	10 weeks
Venue and Room Information due to ACS	10 weeks
MAPS Opens for Program Chair	10 weeks
MAPS Closes for Program Chair	8 weeks
* Acceptance Notice Sent to Presenters	7 weeks
Program Chair/Staff Final Program Review Completed	7 weeks
Final Program Documents Due to Program Chair	6 weeks
* 1 st Scheduling Notice Sent to Presenters	6 weeks
* 2 nd Scheduling Notice Sent to Presenters	2 weeks
Meeting Begins	

PUBLICATIONS	Date
**C&EN Publishes Call for Papers	6 months
**C&EN Publishes Final Program Summary	8 weeks

*Messages to submitters/presenters

*Subject to change according to C&EN deadlines

ScholarOne - MAPS

Step 3: Select Symposium

Deadline: Mar 2, 2026 11:59 PM EST	Contact Name: Rosanna Rizo	Total Characters: 0 out of 2,500 
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2026 Middle Atlantic Regional Meeting

 [Edit](#)

* = Required Fields

* Presentation Type [Edit](#)

Type

1. Oral 

* Symposium [Edit](#)

Symposium

Chemistry of Emerging Contan 

* Abstract Withdrawal

Do you wish to withdraw this abstract if your presentation type (oral or poster) choice cannot be met?

☒ I will accept either presentation format: oral or poster

☐ If I am not accepted for the presentation format I have selected, please withdraw my abstract

- Abstracts submissions
 - Can customize questions
- Communications to organizers and presenters

ScholarOne - MAPS

Title	Session Kind	Session Type	# of ...	Date	Start Time	Dura...	End Time	Location
20 Years of Sustainable Continuous Flow Ch...	Session	Oral	11	Tuesday 6/24/2025	2:00 PM	265	6:25 PM	King's Ga...
8th Annual Green Chemistry Commitment (G...	Event	Special Event	0	Sunday 6/22/2025	12:00 PM	330	5:30 PM	Sterling (...)
ACS GCI Industry Roundtable Poster Recepti...	Session	Poster	41	Wednesday 6/25...	6:00 PM	150	8:30 PM	Grand Ba...
ACS GCI Industry Roundtable Poster Recepti...	Event	Social Event	0	Wednesday 6/25...	6:00 PM	120	8:00 PM	Common...
ACS Green Chemistry Institute Pharmaceutic...	Session	Oral	7	Wednesday 6/25...	9:30 AM	180	12:30 PM	King's Ga...
Addressing Industry Gaps Related to Scope ...	Session	Oral	3	Thursday 6/26/2...	9:30 AM	85	10:55 AM	Grand Ba...
Advancing Innovation in Sustainable Persona...	Session	Oral	6	Thursday 6/26/2...	9:30 AM	180	12:30 PM	King's Ga...
Advancing Sustainable Processes in Pharma...	Session	Oral	5	Tuesday 6/24/2025	9:30 AM	180	12:30 PM	King's Ga...
Bringing Industry, Academia and Community i...	Session	Oral	7	Thursday 6/26/2...	9:30 AM	185	12:35 PM	King's Ga...
Catalysts & Cocktails: Green Chemistry on Tap	Event	Social Event	0	Thursday 6/26/2...	6:30 PM	120	8:30 PM	Carnegie ...
Catalyzing Change in Chemistry Education L...	Event	Social Event	0	Tuesday 6/24/2025	12:30 PM	90	2:00 PM	Sterling (...)
Cleansers of Tomorrow: Innovating Surfactan...	Session	Oral	7	Thursday 6/26/2...	2:00 PM	180	5:00 PM	King's Ga...
Converging Across Disciplines for the Design...	Session	Oral	7	Wednesday 6/25...	9:30 AM	180	12:30 PM	Grand Ba...
Data Science Applications in Base Metal Cat...	Session	Oral	6	Thursday 6/26/2...	2:00 PM	185	5:05 PM	King's Ga...
Design of Chemicals, Novel Chemistries, Syn...	Session	Oral	11	Tuesday 6/24/2025	2:00 PM	265	6:25 PM	Grand Ba...
Design of Chemicals, Novel Chemistries, Syn...	Session	Oral	8	Tuesday 6/24/2025	9:30 AM	180	12:30 PM	Grand Ba...
Edward Brush Green Chemistry Awards Sym...	Session	Oral	8	Thursday 6/26/2...	9:30 AM	180	12:30 PM	Grand Ba...
Edward Brush Green Chemistry Awards Sym...	Session	Oral	4	Thursday 6/26/2...	2:00 PM	105	3:45 PM	Grand Ba...
Empower Together for Change Luncheon	Event	Social Event	0	Thursday 6/26/2...	12:30 PM	90	2:00 PM	Common...
Exhibits (Green Expo) and Innovation Hub	Event	Networking Event	0	Tuesday 6/24/2025	8:00 AM	540	5:00 PM	Grand Ba...
Exhibits (Green Expo) and Innovation Hub	Event	Networking Event	0	Thursday 6/26/2...	8:00 AM	540	5:00 PM	Grand Ba...

- Finalized Program

Marketing Support

Victoria Xue

Marketing Manager, Product Marketing

Agenda

- Creating A Marketing Plan
- Marketing Timeline
- Design Guidance
- Sample Assets
- Additional Resources

Creating A Marketing Plan

Creating A Marketing Plan

Step 1: Marketing Kick Off Meeting

- Each Regional Meeting begins with a kickoff call between the meeting organizers, the ACS meeting planner, and the marketing team.
- Meeting takes place 2-3 months prior to the opening of the abstract submission period
- Opportunity to define goals, marketing support to reach those goals
- General discussion to include
 - ▶ How we work together
 - ▶ An overview of the general marketing plan template
 - ▶ Drafts and approval processes
 - ▶ How to efficiently leverage ACS marketing channels

Creating A Marketing Plan

Step 2: Targeting, Channels, and Deliverables

- The ACS Marketing team will promote your meeting to audiences within your regional footprint.
 - ▶ Target audiences include ACS members, Community Associates, and non-members within the region.
- The ACS Marketing team will leverage a suite of communication channels to deliver key messaging.
 - ▶ Flagship social media accounts (**5 posts** per meeting), email campaigns (**8-12 emails** per meetings), ACS Newsletters like ACS Matters and Officers Insight, signage/flyers at meetings.
- Milestones for email campaigns include:
 - ▶ Call for abstracts, registration, plenary speakers/keynote event announcements, awards, workshops, know before you go, survey and more.

Marketing Timeline

Marketing Timeline for Regional Meetings



Design Guidance

Design Guidance

Brand and Creative Support

- We work with ACS design team to create your meeting marketing assets (email headers and basic social media graphics) using your meeting logo and images.
- Brand/Logo Guidance: All marketing materials (digital and print) that mention ACS should be reviewed by the ACS Marketing team via the email inbox branding@acs.org

Sample Assets



[EXT] Submit an Abstract for ACS Fall 2025! | February 18, 2025

Mid-Atlantic Region
May 17 - 19, 2026 | Hershey

Final Day to Submit! Abstract

The abstract submission deadline for the Mid-Atlantic Region is
Today, March 2.

Present Your Research During an ACS Regional Meeting



ACS Regional Meetings feature technical programming to help you stay up to date on the latest research and keep you connected with chemists in your region.

Abstracts are now being accepted for the **Middle Atlantic Regional Meeting (MARM)**, May 28-31 at Seton Hall University in New Jersey, and the **Great Lakes Regional Meeting (GLRM)**, June 4-6 in Appleton, Wis.

Both meetings will feature robust technical programming, networking opportunities, and more! [Visit the meeting websites to find a list of the programming divisions and planned symposia open for submissions >>>](#)



Additional Resources: Marketing

Additional Resources: Marketing

- [ACS Regional Meetings Resource Portal](#)
- *The documents below are related to ACS staff marketing of a regional meeting. They include a marketing dates document as well as templates and other resources used throughout the marketing process.*
 - ▶ [Key Dates](#)
 - ▶ [Facebook Request Form](#)
 - ▶ [Email Template Sample](#)
 - ▶ [Graphic Design Services Packages & Pricing](#)
 - ▶ [Publicity & Marketing Training Video](#)
 - ▶ [ACS Branding Guidelines](#)
- Contact Us:
 - ▶ Victoria Xue, Marketing Manager, v_xue@acs.org

Event Mobile App

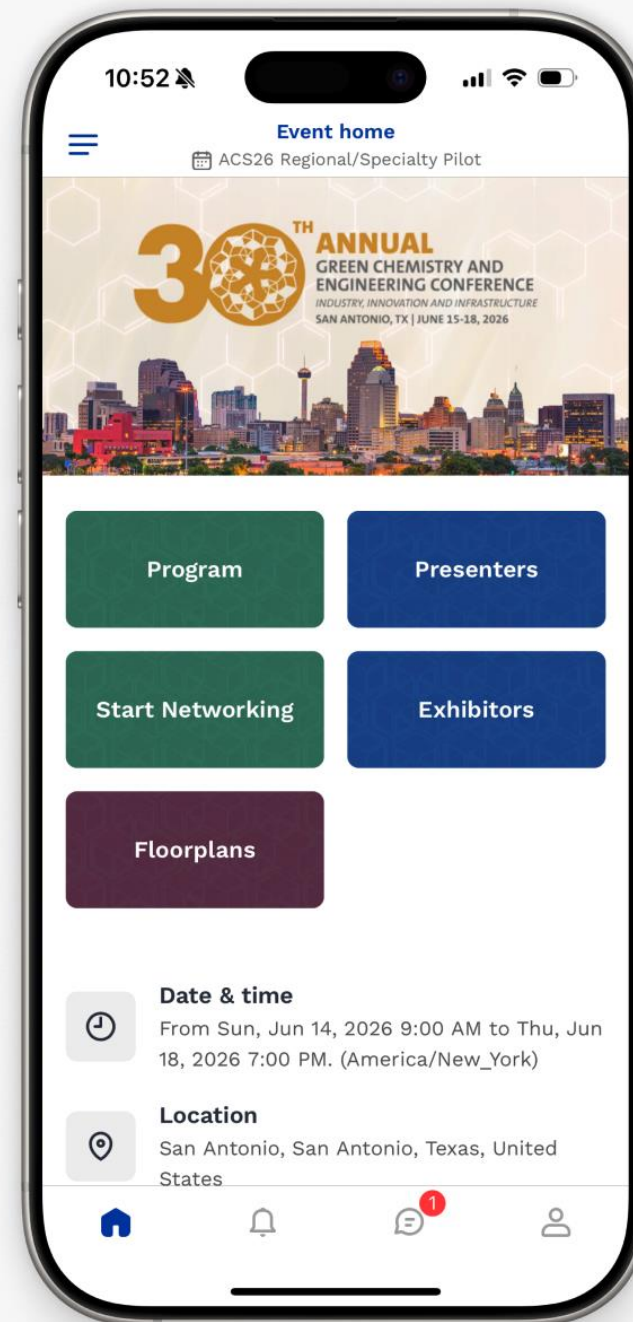
Rouba Abou Chabké

Creative Project Manager,
Digital Product and Experience (DPX)

Mobile App

- New app in the works
- The *Digital Product and Experience* team is collaborating with the *Events, Meetings, and Expositions* team as well as *Science Research and Sustainability* to establish timelines, finalize content and update program
- New templates & Media Kits to come
- App integration with MAPS**
- App support & troubleshooting during event

*Image is a concept only
and is subject to change



Region Websites

Kate Ling

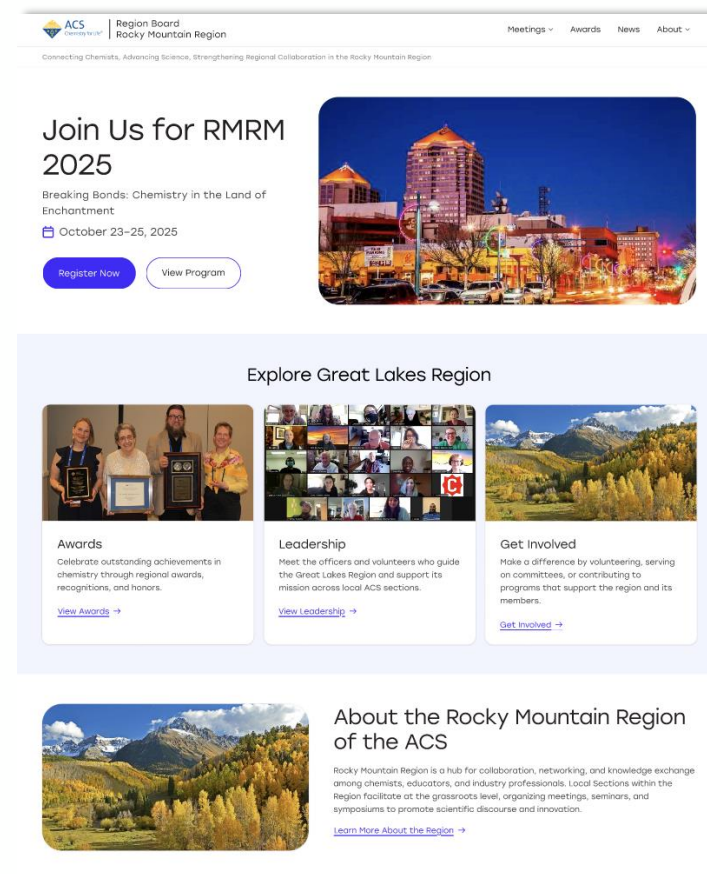
Managing Director, Product Innovation,
Digital Product and Experience (DPX)

Region & Meeting Websites

ACS is exploring a modernized approach

- Each Region Board would have a website using an ACS-managed template
 - Region provides the content and ACS/Digital Product & Experience would update the content
- Regional Meeting pages including archives would live within the Region Board website (no standalone meeting websites)
- Meeting app + program would be embedded for easier updates and consistency
- Early Pilots in 2026 (Southeast & Rocky Mountain)

If you're planning 2027 meeting pages or working against an early timeline, please consult DPX first so we align on approach and dates.



*Concept only subject to change

Membership & Community Engagement

Andrew Miller

ACS Membership & Community Engagement

Membership & Community Engagement Presence

- As an organization we plan to show up at every 2026 Regional meeting
 - ▶ At least one ACS staff member in attendance representing Society Services
 - ▶ Giveaways & Literature
 - ▶ Focus on both member and non-member engagement



Membership Referral Program

- Focused, new program
- Promoting incentivized community growth



ACS Membership Referral Program

Refer a peer to ACS. Get rewarded.

You earn points to use towards your membership dues, and your peer saves 10% when they join.

[Get Started](#)

Members and Society Affiliates with a Standard or Premium benefits package can refer colleagues and earn exclusive rewards. If you have a basic package, [upgrade today](#) to unlock this benefit!



How can we help you?

- What we are exploring
 - More creative/interactive engagement for future events
 - Specific benefits highlights
 - Emphasis on member pathways and journeys
 - Fact-finding and info sharing
- What do you want? What do you need?

Talk to us in Atlanta

**~Member Lounge~
~Expo Hall~**

MembershipFeedback@acs.org

ACS Career Services at Regional Meetings

Bryan Tweedy

Assistant Director, ACS Education

ACS Career Services

- Available Programs for Regional Meetings
 - ▶ ACS Career Pathways™ workshops
 - ▶ Resume reviews

ACS Career Pathways™



ACS Career Pathways™ Workshops

Explore career opportunities available in each of the four Pathways. Find advice on how best to position yourself to enter these fields, as well as tips for assembling job applications tailored to each individual field.

Finding Your Pathway

Get an overview of the pathways, plus networking tips

Working in Industry

Special attention to jobs outside traditional lab setting

Working in Higher Education

Focus on tertiary education, but includes all types of institutions

Working in Government

Focus on jobs with the federal government, along with non-for-profit sector

Working for Yourself

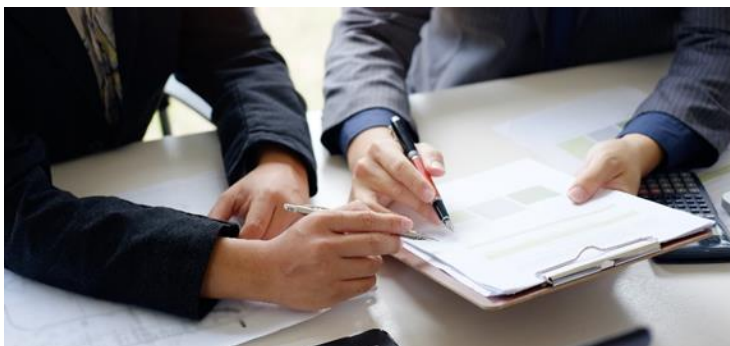
For chemists interested in starting their own companies

Acing the Interview

Learn tips on mastering the interview process

ACS Career Consultants

ACS experts offer personalized consulting to help you out wherever in your career you may be.



Mock Interviews

- Practice answering difficult questions
- Receive presentation feedback

Résumé Review

- Get advice on catering your resume to the position you are seeking

Networking

- Develop relationships or contacts with individuals that can further your career

ACS Career Services

At Regional Meetings

- Available Resources
 - ▶ ACS Career Pathways™ workshops
 - ▶ Resume reviews
- How to Schedule
 - ▶ Review the Workshop Request Form
 - Suggest selecting only one workshop
 - Cannot adjust the length of workshop as noted on the Request Form
 - ▶ Submit the form to your ACS meeting planner
 - Need at least a three-month lead time
- Marketing
 - ▶ ACS marketing staff may be able to assist with recruiting attendees

ACS Outreach Program Funding

Rachel Creager

Science Outreach Funding

- Goals:
 - ▶ Promote engagement between chemists and their local communities
 - ▶ Build capacity for highly effective science outreach around the world
 - ▶ Further ACS Strategic Goal 2: Enhance Community Engagement

Up to \$3k

Two Event Options:

Direct Outreach
or
Train-the-Trainer

Option 1: Direct Outreach

- Events that principally benefit those other than professional chemists. Sample audiences:
 - ▶ Members of the public (including but not limited to children)
 - ▶ Primary and secondary school teachers
 - ▶ Undergraduate students
 - ▶ Graduate students
 - ▶ Seniors (non-chemists)

Option 2: Train the Trainer

- Train-the-trainer events for professional chemists to engage in science outreach in their local communities. Sample activities might include:
 - ▶ Training participants to lead interesting demos for the public
 - ▶ Hosting an advocacy workshop to train participants to better engage their government representatives
 - ▶ Training volunteers to organize science cafes for adults
- Funds *cannot* be used to for registration fees or for organizer travel.

Next Steps

- 1 Email outreach@acs.org
- 2 Develop the details
- 3 Submit a request

International conferences are eligible, too!



<http://bit.ly/41xatsW>

Awards- Ordering Process

- E. Ann Nalley Region Award - Volunteer Service
- Division Of Chemical Education For Excellence in HS Teaching
- Partners for Progress and Prosperity Regional Award
- Receive names no later than **8 weeks prior to the start of the meeting.**
 - Confirm awardee names are spelled correctly
 - Be readily available to review award proof
 - Quick turnaround any delay could increase fees or order not arriving
 - DIVCHED- Confirm request for school to receive award include school address
 - Awardee not in attendance provide address to mail

[Resources - ACS Regional Meetings Resource Portal](#)

Regional Awards and the ACS National Awards

In order to make sure that excellence recognized at the regional level is also recognized at the national level, some regional award winners are automatically nominated for corresponding ACS National Awards.

Regional Award	ACS National Award
E. Ann Nalley Regional Award(s) for Volunteer Service to the American Chemical Society	Award for Volunteer Service to the American Chemical Society
Regional Award(s) for Excellence in High School Teaching	James Bryant Conant Award in High School Chemistry Teaching

Once the winner for your region has been selected, send their nomination packet to awards@acs.org to be automatically uploaded into the National Awards nomination system.

Governance Update

Tiffany Hoerter
Office of the Secretary

Governance Update Overview



Board Regional Meeting Engagement



Planning for Board Engagement at your Regional Meeting



Regional Meeting Governance Receptions



Resources

Board Regional Meeting Engagement

- The ACS Board of Directors creates a Board Engagement Plan each year to determine Board attendance at meetings and events.
- The ACS Board is happy to engage and support Regional Meetings:
 - ▶ Welcome Remarks
 - ▶ Plenary Introductions
 - ▶ Presentations
 - ▶ Awards Ceremonies
 - ▶ Governance Reception



Planning for Board Engagement at your Regional Meeting

- Consider how the Board can engage for impact at your meeting.
- Submit an Event/Meeting Board Member Participation Request Form.

<http://tinyurl.com/BoardRegional>

- Meet to discuss your needs and event details.
 - ▶ Regional Meeting Organizer(s)
 - ▶ Tiffany Hoerter, Office of the Secretary
 - ▶ ACS Regional Meeting Planner



Planning for Board Engagement at your Regional Meeting

- Prior to the regional meeting, the Office of the Secretary:
 - ▶ Coordinates Board availability
 - ▶ Provides Board resources, draft remarks, and materials prior to arrival onsite
 - ▶ Serves as the single point of contact for Board coordination
- At the Regional, Meeting Organizers and the ACS Regional Meeting Onsite Staff will support the Board members.



Regional Meeting Governance Receptions



Goal

- Engage and network with attendees
- Gather attendees' insight and feedback about their Society
- Provide opportunity for ACS governance members to connect



Support

- The ACS Board of Directors provides up to \$2,500 per regional meeting for a governance reception.
- Reception costs are reimbursed based on documented costs following the meeting.



Board Request

- The Board would like to provide brief welcome remarks to attendees.
- They will also introduce Board members in attendance.

Regional Meeting Governance Receptions



Scheduling

- Date and time with high attendance
- Immediately before or after well attended and high impact events



Location

- High-visibility location near other well-attended activities
- Use clear promotional and directional signage to drive awareness and attendance



Format

- Brief remarks with networking, food and beverages.
- Successful examples:
 - ▶ Pre-awards banquet reception
 - ▶ Pre-plenary reception
 - ▶ Networking Event
 - ▶ Ice Cream social

Resources

- [ACS Board of Directors Information](#)
- [Board Meeting/Event Request Form](#)
- [ACS Governance Reception Information](#)
- [Regional Meetings Resource Portal](#)
- [ACS Governance Page](#)

Contact

secretary@acs.org



