

## PLANNING AN AAUW SALARY NEGOTIATION WORKSHOP

**Start Smart** – Intended for college students, usually offered at a campus facility

**Work Smart** – Intended for women already in the workforce – often planned with another collaborating organization in the community

### Getting Started with Arrangements for a salary negotiation workshop

Branch Leader responsibilities:

- a. Identify college C/U representatives and/or key leaders from community organization(s) who will be collaborating and/or sponsoring event
- b. Create Planning Committee to manage details, of location, room, date, time, registration info, advertising, publicity, etc.
- c. **Apply to AAUW NC to be added to list of NC salary negotiation sites**
- d. Identify point-of-contact for branch to serve as lead contact with AAUW NC

### Planning Committee tasks

1. Arrange details, such as location, room, date, time, etc.
2. Engage qualified salary negotiation Facilitator for this event  
(Go to: [salary.aauw.org](http://salary.aauw.org) for details on Facilitator training. Cost is \$50 or free to AAUW members – webinars are offered frequently)
3. Inform appropriate administrators and/or local officials of workshop plans
4. Reserve room with presentation equipment, including required electronics
5. Prepare information for AAUW online registration process
6. Create design for promotional materials - include AAUW NC logos and other logos for participating organizations
7. Develop marketing plan to draw likely attendees
8. Distribute advertising flyers and create online promotional announcements - include AAUW registration instructions with all advertising
9. Plan promotional activities with community leaders and/or faculty
10. Plan light refreshments for attendees
11. Invite local “in-training” facilitators to observe workshop
12. Stay in contact with AAUW NC project coordinator as date approaches for event
13. Prepare participant packet: AAUW’s Salary Negotiation Licensed instructional materials, AAUW handouts, and other information for attendees
14. A list of registered attendees with email addresses will be available from the AAUW NC Project Coordinator. Contact and welcome registrants, with a reminder about date, time & place
15. Use email to remind participants again 2 days ahead of workshop
16. Follow through after the workshop with appreciation letters to participating organizations, attendees, sponsors and volunteers.