

Conference Planning Meeting Minutes
Viridian Center
September 2, 2016

Exhibitor Survey

We received 6 comments they were mostly positive. Some suggestions included, putting the exhibitors closer to a main thoroughfare and consolidating all the snacks in the main exhibitor hall. Jessica would like to keep sending out the survey to exhibitors each year.

Jessica would like to make several changes to the networking social. Make it more structured with a trivia game or something along those lines. Currently there is no budget for the networking social. Last year's budget included snacks.

Vacant Service Positions:

Networking Social, Hospitality, Blood Drive, Publicity, AV. Jessica wanted to stress that there will be lots of support for anyone who volunteers for these positions.

Dustin mentioned the plan was for BYU to provide AV support this year. Jessica will contact BYU to make sure they are still willing to provide that service.

Dustin volunteered to act as photographer.

Jessica will send out list of positions that need to be filled.

To suggest names for service positions, email Jessica.

Lower priced auction items wanted.

Liesl shared that there were some lower cost items. Books, pens (pins?).

Jami suggested a greater diversity of items desired. We should use our connections in the community to solicit donations.

Dustin pointed out that universities will bring in big ticket items. Some of the more successful smaller items in the past have included board games.

Patrick mentioned that Trader Joe's has a very generous charitable donations program. They have supplied the Salt Lake City Public Library with gift bags for similar events.

Local stores might also be good sources of donations. "The Store" was mentioned as an option.

Print program-

Jessica is searching for options to make the cost lower. One option is to expand the use of sched.org. It can be used to put sponsor logos on site, can be setup so that there are direct links to sponsor sites as well. It can also be displayed on a TV screen at the conference center.

Emily suggested Pia take over negotiating printing costs because of the turnover in the conference planning position each year. Last year's graphic design and printing costs were over \$6,000, which is \$1,600 over from the previous year.

Pia noted that the cost can be cut down more while still obtaining a certain amount of full printed programs. She also suggested that we don't lump in signage and poster costs with printed program costs, keep those separate.

The group discussed the pros and cons of having people opt into receiving a printed program. One concern is that wouldn't work well for larger organizations that register people centrally.

Jami reassured the group that we don't want to get rid of the printed schedule entirely. Sched.org would be about additional options. It's about diversifying and simplifying.

Dustin suggested we order between 300-350 programs, because we know there are people who don't want a paper copy. Additionally, we could print a "schedule at a glance" sheet if we do run out of programs.

Pia also mentioned an alternate, but more expensive option for badges. There are longer badges available that have space for a printed schedule at a glance on the back. Pia will price out how much that would cost. One downside is that they couldn't be printed on site, which effects on site registration and schedule changes.

Registration will open Dec 31st. We are not able to open it earlier because we need time to organize the preconferences.

Conference Price

Javaid noted that financially it is okay to leave the price flat.

Pia pointed out that as a nonprofit it doesn't look good if the conference makes a significant sum of money. Furthermore, we can possibly expect more attendees because of location and if certain sales thresholds on food and drink are met the rent will cost less.

After hearing Javaid's report Jessica would like to plan on keeping the conference price the same for this year.

Exhibit Sales

Pia said that exhibit sales will be posted in September. The same space has been rented as the previous time that the conference was at South Towne. All snacks will be put in exhibit hall, there should be plenty of room in that space. Exhibitors requested a list of attendees. We already provide that.

Pia also suggested a programming session for exhibitors to present about new services and products. Jami suggested that it might be a less intimidating way for people to find out what vendors have to

offer. The group liked the idea of splitting a session into thirds and allowing a different vendor to present in each third. It was also suggested that we do a Thursday and a Friday session. Some conferences charge vendors for this opportunity, but as this will be the first year ULA has tried this no one wanted charge exhibitors to participate. Time slots will be assigned on a first come first serve basis.

Hotel options.

Hotel accommodations have been arranged. Pia noted few people tend to use these because of the location this year.

Conference Center Space

There will be seven rooms for breakout sessions during the conference; 8 rooms are available but 1 room will be used for AV and event staging. Rooms A-D will be used for the opening session (walls will be pulled back to make larger room to accommodate crowds).

Blood Drive

The blood drive will be on Friday in order to drum up interest. Pia asked about opening up the blood drive to conference center staff. Dustin suggested we talk to Emily Darowski first, because he believes with drop-ins they may have reached near capacity last time.

Jessica has updated the conference planning committee section on ULA.org. Meetings are on the first Friday of the month at 11am.

Pia would like a copy of the logo file for next year's conference, both the high and low resolution version. Patrick will ask Andrew Shaw to send them to her.

Jami has created a Conference Subcommittee to handle scholarships and the silent auction. She wanted it to be separate from the awards committee. Dustin let the group know we should have about \$3000 altogether for scholarships.

Position responsibilities

Jami requested that everyone keep track of what they do in their ULA position so that the person who follows will have an idea of what position does. For example Programs received timeline of what the chair should do each month. It's also helpful to note down suggested improvements for next year. For example, you may have waited until January to do something, but in retrospect wish you had accomplished it in November. Note that down for the person who follows you.

Jami has heard from lots of people apologizing for not having accomplished much toward ULA planning yet, but she reassured everyone that September is when people usually start work on ULA so she doesn't believe anyone is behind schedule.

The meeting was then closed.

