
Conference Planning Meeting

Friday, 01/17/2025

Attendees

Mary Jo, Lorraine, Beth M., Rachel, Rebecca, Jennifer, Kim, Mark, Michael, Sarah H., Liz

Absent: Rachel Couban, Sarah Lawler

Note taker: Lorraine Porcello

Agenda & Notes:

Last Meeting Follow-up

1. Survey UNYOC members on conference dates and times - Mary Jo and Lorraine

- a. Results of email survey to members:
 - i. October 7 - 9 are preferred dates (Tuesday through Thursday)
 - ii. Even split between preference for 3 mornings vs. 3 afternoons
- b. Conference Math from in-person conference since 2018
 - i. Average time spent on
 1. Vendor time: 3 hours
 2. Keynote speakers: 3 hours
 3. Member content: 3 hours
 4. CE: 4 hours
 5. Business Meeting 1.5 hours
- c. Proposed Schedule:
 - i. Schedule 9:30 am - 12:30 pm for 3 days for content
 - ii. Schedule one afternoon for CE and Business meeting
 - iii. CE does not have to be on the same date as Business meeting
 1. Tuesday and Wednesday afternoons for these
 - iv. See [Sarah Holsted's Draft Schedule](#) (located in [Program Committee](#) folder)

2. Contact vendors with proposal - Mark and Jennifer

- a. How does the NAHSL chapter gain vendor support for online meetings?
 - b. Prior to contacting vendors, information is needed
 - i. What is the price point? Will we still be using Gold/Silver/Bronze breakdown?
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1. We will be offering a 15 minute time slot to sponsors, which suggests that a flat rate would work.
2. Liz suggested that a flat fee could include: email blasts, logo on the site, 10-15 min presentation (if we're truly looking at 5-10 vendors). Then sponsoring a speaker, CE, would be an add-on.
- ii. Will we use breakout rooms or not?
- iii. Could we have vendors introduce speakers?
- iv. Could we send emails on behalf of vendors to conference attendees?
 1. This could take the place of physical items that we get at vendor exhibit tables.
 2. CHLA is using this method and charging \$600CAD for it.
- v. What is the break-even point for conference budget?
 1. Mary Jo's draft budget is \$3800
- vi. What are the elements/add-ons that we can charge for?
 1. Logos on website
 2. Inclusion on virtual passport
 3. Sponsor CE
 4. Sponsor Keynote
- vii. Michael stressed the need to work within Wild Apricot limitations
 1. "Ticket types" we create for vendors need to be monitored carefully

3. Prizes/raffle for virtual meetings - Kim and Mary Jo

- a. Kim found <https://www.zeffy.com/>
 - i. An online raffle service (free! 🤖) that can be tailored to our needs
 - ii. Can continue to support scholarship programs this way

4. Contact Keynote Speakers - Mary Jo

- a. Two speakers confirmed
 - i. Brenda Ayers (Tuesday?)
 - ii. Jode Millman (Wednesday?)
- b. Lorraine to follow up once more with Dr. Joe Stahlman
 - i. Waiting on response to 1/16/25 email

New Business

1. Create subcommittees to accomplish planning tasks

- a. Program Committee (responsible for member content)
 - i. Volunteers: Beth, Mary Jo,
- b. Registration Committee (responsible for forms and tasks related to conference/CE registration)
 - i. Volunteers: Rachel C., Kim, Michael
- c. Communications Committee (responsible for advertising, and related)
 - i. Volunteers: Liz, Rebecca, Lorraine

2. Discuss CE options

- a. Sarah L. emailed suggestions for CE:
 - i. **Dr. Lyle Foster** (Part 1 presented in 2022)
 - 1. Part 2 of “Crucial Conversations”
 - ii. Predatory Publishing (need to find a speaker for this)
 - 1. Could be good fit with Jode Millman’s talk

3. Discuss Theme and Logo

- a. “Staying Alive in 2025: Navigating Real and Virtual Worlds”
- b. Logo? (Does anyone have a Canva account and experience?)
 - i. Thriving in 2025:

4. Draft “Save the Date” message to post to UNYOC-L and website

- a. Communications committee to draft and send

5. Draft and send agreement to speakers, and request bio and photo from them

- a. Mary Jo will do this.

Action Items

- ☐ Contact NAHSL to ask about vendor support for online meetings (Jennifer/Mark)
- ☐ Reschedule planning meeting from February 21st to February 28 (Lorraine)
- ☐ Send contracts to 2 confirmed keynote speakers (Mary Jo)
- ☐ Write down ideas for theme and logo; be prepared to share at Feb 28 meeting (Everyone)
- ☐ Draft “Save the Date” message (Communications committee)

Next Meeting Agenda Items

- 1. Next Meeting: February **28** , 2025