

Things to do different next time

Registration

Ask for Twitter accounts on the registration form. Probably should be added to the Name and Address profile.

Add to the registration forms: "send a note to the conference planners"

On the registration form, allow some control over what's listed: "I marked don't include my information. I have no problem with including my name, position, organization, and email. I don't want my home address and phone number added." (Or maybe we look at what data we're asking for and make some of it optional?)

Put more useful information in the online list of attendees -- city, twitter name, organization, title would all be helpful -- and might make the paper directory unnecessary. Agree. I think adding contact information would be beneficial. -Paula Jones 7/20/10 12:44 PM

Comment on cost: I think we should be able to start recruiting sponsors earlier (now that we have something to build on), increase sponsorship, and perhaps change fees to \$50 early, \$75 regular, \$100 on site. (We had \$75/100/150) JHH

Sponsors

Make sure the logos we send the printer are high resolution. We can ask sponsors to send a vector file (usually an .eps format) that any printer can manipulate. -Paula Jones 7/20/10 12:45 PM

Allow two attendees for silver sponsors and perhaps also for bronze. Two or three bronze sponsors had two people at the desk. One paid the registration fee.

Does it make sense to have the attendees for sponsors use an attendee registration form (to collect info like special needs, whether or not they will attend the reception) or should that all be on the initial form where we collect info about the sponsorship. The person filling out the initial form often was not an attendee. [also see logistics/registration info]

While levels of donation make things simpler, can we include an "other" for the donation amount? Google may have made a \$1500 donation if that hadn't been specifically tied to the book option but was a general "sponsorship" where they could have filled in the amount.

Start getting sponsors earlier. Now that we've got the 2010 conference to show value, we can start recruiting once we have a date and place.

Assuming we use the Friday Center, we should budget for recording some sessions. We don't need to do all. Perhaps we could have a video sponsorship level.

Ask sponsors to bring extension cords -- perhaps this should be on the registration form. I forgot to send them email.

Better to just budget for extension cords. For \$5 apiece, the Friday Center puts down safe extension cords very quickly.

Invite Red Hat (I couldn't find a contact), SAS (Tani has a contact), iContact (they put a % of their income into nonprofits), MindWorks

Communications and PR

How do we explain who we are and what the "point" of the conference is? How does NTEN handle this? Is there any way to set better expectations for the broad group that we serve?

Posting the program as it goes to print might have helped people dope out what the "conference at a glance" diagram meant. (Some people missed it entirely.) A better checklist of things to announce (that folks very well might have missed on the website) would have been helpful.

Try to avoid posting to multiple lists. Yes, it's easy to delete, but when we're busy, 5 copies of the same message adds to overfull mailboxes.

Clarify what food will be available when -- particularly note continental breakfast available while the registration process is going on.

Need to provide online car pooling and room sharing services.

Logistics/Day Of

Have one or two people specifically assigned to handling volunteer work. There were a lot of volunteers that showed up ready to do stuff, but didn't have anything to do. It would be good to have a list of things that each need to do with specifics about what needs to be done. -Paula Jones 7/20/10 12:48 PM Need to coordinate with logistics (or whatever group is handling registration/sponsors) and program (for meeting/greeting speakers and ensuring they're introduced properly and that summaries get written up and handed in) and communications (pictures for web site -how/when).

Need to work out video recording. The Friday Center said streaming takes too much bandwidth. Recording is probably sufficient.

At registration desk, need a way to record who paid cash. [We had a receipt book but not everyone knew about it.]

Program

Now that the conference is back on people's radar, can we have a more open process on the call for papers? This is a given with an "unconference" model, but would a broader search for speakers work if we start early enough? I think an open call for presenters would be good, but I think we'll need a way to determine the "strength" of the presenter -- it may look good on paper, but can they deliver it. This will also require a lot more participation from the committee to review them. -Paula Jones 7/20/10 12:52 PM

Implications of a second day and/or separate unconference. [I, Nancy, would prefer that the two events be at separate times of year so that people who have a conflict with one can

attend the other. While there are reasons for conferences to be two days, I'm not sure I see it for this event.] What would that mean for planning and such -- more of an open wiki than the relatively closed google groups/docs? But that gets us back to the issue of why the Drupal site wasn't really helpful for discussions.

We might want to use one track for sponsors -- letting them have a full time slot for showing their products. NTEN does this pretty well. I think we could use their model as a starting place. -Paula Jones 7/20/10 12:53 PM

Can we avoid having those who are hosting the conference also being responsible for content of any of the sessions? This led to some last minute craziness, and, again, now that we've reestablished the event pulling content from the community would seem to be preferable.

Can we rethink the criteria for the keynote -- time period, instructions, etc. Do we want more than one "plenary" session?

In addition to an overview of the session, could we also include "What you will get out of this session" and "Who should attend" sections in the summaries. If we do go to a "call for papers" making those short data elements on the form would help later in preparing a more useful list of sessions for the attendees (as well as help in evaluating the different proposals)

Logistics

Have a logistics subteam just to handle scholarships and volunteer work.

Review the 2008 registration file (download from CiviCRM plus a few additional fields) to see what could be stored in CiviCRM. At the end, some of the maintenance was being done in a spreadsheet, not on the server database. Does that make sense?