PASS SQLRally 2012
Teleconference – Thursday Dec 7, 2011
4:00pm – 5:00pm Pacific Standard Time

Attendees:

Ryan	Adams
Alison	MacDonald
Tim	Mitchell
Lana	Montgomery
Anika	Poliseno
Al	Shuler
Sri	Sridharan
Erin	Welker

- Anika ran through the list of action items from the last SQLSRally Dallas call. So far everything has been done. Anika will start work on the volunteer schedule in 2012 as per the critical dates document.

- Alison asked Sri whether Microsoft had sent out the email blast yet on the opening of registration, Sri said that his contact at Microsoft was going to discuss it with the Marketing Manager and that it was still pending approval.

- Anika confirmed to the team that the budget has been based on four pre-cons and six regular sessions but that this can be adjusted if need be.

- The group discussed briefly the results of the SQLRally Nordic online and paper evals comparison. It was clear that the electronic evals did not work as well as the paper ones and the team decided that they would have a further discussion about this on one of the first calls next year.

- Anika checked the progress of the some of the major projects on the critical dates document:

  Alison confirmed that she was happy with the status of the call for speakers and that it would go ahead as a soft announcement on the 8th Dec through the blog and twitter; the Connector would back up the announcement on the 14th of Dec.

  Anika ran through the budget with the team, it is currently based on 500 full session registrations and 385 pre-con registrations (125 on the first day, 260 on the second day)

- Anika asked the team to come to an agreement on what the minimum amount of attendees would be per session. The team decided that there would need to be **15 registrations for each pre-con at 30 days** out from Rally, otherwise it **may** need to be cancelled. This would give the pre-con speaker time to cancel their flight if need be.

  It was decided that in the speaker contracts this will be written as 'may' be cancelled as if there are high registrations for other sessions there may be no need to cancel. It will also be written in the contract that the speakers should check with the organizing committee before booking their flights.

  Anika explained that if there are a minimum of 10 people per session room, or 40 people, that we will be short. In Orlando the lowest pre-con registration was 24 people so the target of 15 by 30 days seemed like a good guideline.

  Sri asked about the publicity side of cancelling a pre-con. Alison confirmed that from a marketing perspective it was not a huge issue, ensuring that the event was at a breakeven point was more important.

  Sri said that he was concerned about a pre-con speaker booking their flight, preparing for their session and then the pre-con being cancelled as this would be a big hit for them. Sri suggested that the team come up with a way to not disadvantage the pre-con speakers that instead of cancelling everything the comp for Rally could still be kept valid. Exact details to be discussed on the next program call.

- Pre-con speakers contracts to be discussed in detail on the next program call.

  Anika confirmed that logistically they would need at least 10 business days to cancel a pre-con.

- Al and Alison gave an update on the sponsorship prospectus: Al confirmed that he is quite happy with the pricing model based on the number of attendees from last year as he feels that a lot of marketing budgets are on hold or being trimmed so this would have affected sponsorship if there had been major price increases in Dallas.

  Al said that they will be offering a new type of sponsorship option for SQLRally Dallas called an 'Alliance Sponsorship' – this would basically provide the sponsor with one comp to Rally, their logo on marketing materials but no exhibitor space. This would allow small local companies to be represented without the financial obligation of being a major sponsor/exhibiting. They may also provide a prize to be raffled.

  Additional sponsorships may be sold for signs and banners.

  Sri asked about the sponsorship of Wi-Fi. Al explained that he was not sure whether it would be possible to ask a company to sponsor the entire amount for Wi-Fi. Wi-Fi sponsor provides limited benefits as they could really only have a logo on the login page or a link to their website when the browser opened.

Al does believe he would be able to sell a partial sponsorship of wireless.

Anika and Al are currently working on the floor plan and have sent a couple of versions back and forth to Triumph; trying to get the specs as close as possible so it's clear what is available.

Al said they are aiming the beginning of Jan to have the final prospectus ready but would like to see it finalized as soon as possible as many companies are starting to look at their budgets at the moment.

Sri suggested that there can always be some minor tweaks made to the prospectus but Al recommended that it's important that nothing is taken away or that there are price changes, only options and additions made to the benefits.

Al said that they don't have the exhibition hours as yet, or the session times and lunch times, but these would be finalized soon and Anika will distribute.

- Anika to distribute exhibition hours once finalized.

- Sri talked about the possibility of having a dedicated sponsor reception – for about an hour or an hour and a half on one of the evenings.

  The team discussed having it on a Wednesday evening before the start of the exhibition days but Al recommended that this may not be the best idea as the sponsors will need to factor an extra night away and day onsite with set-up finalized, into their costs. Al said usually they prefer to cut things pretty close with the set-up, etc. to reduce costs.

  It was decided that Thursday evening would be the best time to have it. Al said that they would also need to promote the exhibitor having something from their booth to entice people to go there such as some food and beverages and perhaps raffle items.

- Alison and Al to discuss the Thursday night sponsor reception.

- Sri said that Microsoft was interested in sponsoring a session room. Al said that he wanted to build a sponsor package to open up sponsorship of all session rooms.

  Alison clarified that if session rooms are sponsored that rooms can't be assigned and Microsoft need to go through the same process as the rest of the community.

  Sri confirmed that Microsoft would be ok with that approach but would like specific things covered, ie. Enterprise feature.. but this wouldn't be an issue with the launch of SQL Server 2012 coming up.

- Team briefly discussed the announcement process for speakers.

  Alison confirmed that it's fine for Sri to announce the call for speakers on his blog but will need to give Kathy the heads up for announcements for tweets, etc. within 15 minutes of announcing on the

blog. For sessions however Alison said she'd like PASS to announce it but the whole SQLRally Dallas team should all be blogging and tweeting about it after that.

Alison also asked that any time there is a blog about SQLRally Dallas to keep her informed or post the link to the website.

- Alison also covered how the regions would be determined for SQLRally Dallas.

- Alison to distribute list of states to team. DONE

- Carla the designer will be working on the sponsor prospectus, Sri and Ryan to see all versions.

- Separate call to be arranged with Ryan to go through the prospectus.

- **Next Meeting: Wednesday 18 January, 4.00pm PST.**