

**PASS SQLRally 2012**

Teleconference – Wednesday Feb. 15, 2012

4:00pm Pacific Standard Time

**Attendees:**

Craig	Ellis
Sean	McCown
Alison	MacDonald
Tim	Mitchell
Lana	Montgomery
Anika	Poliseno
Sri	Sridharan
Erin	Welker

**Reviewed Past Action Items:**

- Sri to check out evening event venues this weekend.
- Al and Anika have discussed sponsorship opportunities for evening events. The expo hall will be now be open on the first night from 5:15pm – 6:45pm which provides an extra 90 mins with sponsors. Food TBD.
- Sri asked to for a report that details the pipeline of various sponsors.
- Craig to speak to Al about the pipeline of various sponsors: bullet line report.
- Anika reached out to Craig re: Chapter Leader discount and this was approved.
- Sri reached out to Mark from Microsoft about SQLClinic.
- Sri to send email to Anika about SQLClinic Conversations
- Sri provided the contact details for printing of the evals, Marcella has contacted the printing company and has pricing.
- Anika is still working on the courtesy holds from the hotels; all the links have been created. Waiting on one hotel. Once consistent and up to date, details will be sent to the registration team and marketing team and posted online.
- Al and Sri to discuss gelato. Al and Anika working on sponsor package for gelato; Anika's suggestion is to have it available at the late evening event on Thurs, opening at 5:15pm.

## Critical Dates Discussion:

- Community vote process for general sessions was discussed, open on Friday 17<sup>th</sup>.
- Email advising all pre-con speakers is complete.
- Connector update on 22<sup>nd</sup> Feb will go ahead.
- Sri and Erin will write up the blog post for the 23<sup>rd</sup> on program.
- Team agreed it would be good to have the registration fee increase line up with the announcement of sessions.
- Sri said that so far their schedule was that general session announcements would take place on March 5<sup>th</sup>. Anika confirmed whether this was a realistic date and Sri said that for the announcement it would be, but for scheduling probably not.

## Discussion Points:

- Anika said that Ryan had advised that the management of volunteers had been outsourced to David S. and that Anika will help out if possible. Ryan will still oversee process. Ryan has started a spreadsheet and will coordinate with David what needs to be done.
- Anika to provide details to reg team to update confirmation letter
- **Evals:** Anika confirmed the process with paper evals and what had been arranged so far: A printer has been found that is very reasonable which will create more of a budget for data entry. Anika recommended that we minimize hiring college students to enter the information and instead utilize volunteers we have onsite to do evals. Then re-evaluate to see if additional help is needed. Ideally we would want all the data entry to be entered through Orator.
- Sri recommended that this is addressed later on as he hadn't had a chance to read through David's email and the options for uploading data through Orator.
- Sri said that he didn't really like the idea of volunteers doing data entry as it's not a good use of their time during the event, at home would be better as it doesn't take away from the event.
- Anika reminded that in Orlando the planning committee were helping to do data entry, when not attending a session, etc.

- **Bonus Session:** Anika and Sri discussed in more detail Sri's suggestion of a bonus session during precons. Team discussed that while it would be a good opportunity to give exposure to up and coming speakers that it could cause issues into the future with session submissions – especially if they are given the co-presenter tag. Attendees may also not like the idea.
- Alison suggested that this might work better as a lunchtime session, then it isn't taking away any time from the pre-con speaker and no attendee can complain they didn't get their full value for money, only an additional session.
- Team also brought up the potential for a "Resume Clinic" – suggestion for this it to have it during lunchtime lightning rounds.
- **Resume Clinic to be touched base on our next call.**
- **Alison discussed the communications schedule/ marketing for pre-cons:** In looking at registrations we are tracking ok for 2 day registrations. The next email blast is the first week of March. Alison said that there should be a bump in registrations prior to the March 15<sup>th</sup> price increase and due to the entire session line up being ready the first week of March. Alison also said she would be willing to add in additional email communication to push session line ups that week. Another email the following week will serve as a reminder for the price bump.
- Team discussed pre-con registrations so far - only 12 registrations in total have been submitted to date. Alison's recommendation was that within email comms there is the opportunity to do a bigger pre-con push and take a look at those who already registered, entice them to add a pre-con day. Team to look at more closely in the next couple of weeks and come up with a segmented communication strategy.
- Alison also recommended that a reach out to chapters from the committee would go a long way. Marketing is able to set up everything for them to use but if the committee asks for assistance it would really make a difference. Suggested timeline for this would be the first two weeks of March.
- **Committee to reach out to Chapter Leaders to see if they are willing to help promote the event to their user group.**

**Next Meeting – Wednesday, February 29th at 4:00pm PST.**