

**PASS SQLRally 2012**

Teleconference – Wednesday Oct. 26, 2011

4:00 pm Pacific Standard Time

Attendees:

Ryan	Adam
Kathy	Blomstrom
Craig	Ellis
Marcella	McKeown
Tim	Mitchell
Lana	Montgomery
Anika	Poliseno
Sri	Sridharan
Erin	Welker

- Third SQL Rally Dallas committee call. Anika introduced Lana to the team and her responsibilities taking over Marketing and Sponsorship duties whilst Sanjeet is away.
- Anika led discussion of action items from last call. Ryan had feedback on the SQLRally website – the design that was chosen was slightly different to what the SQLRally Dallas team had envisaged. Would prefer the graphic to be modified so that more of the Dallas skyline is visible in the banner image.
- **Kathy to discuss with the designers to have the banner adjusted according to Sri's request.**
- Discussion regarding Sri's meeting at Summit with Alison. Confirmed that they went through the process of getting approval for dates for SQLRally including the dates of the precons.

Sri is discussing the finishing touches to the rotating picture module with the IT department.

- Anika requested an update on speakers. Sri and Erin haven't yet discussed speakers but said there had been an agreement not to include a voting procedure for the speaker selection process. All

agreed on this point. Sri recommended it is best not to do 100% voting but a hybrid approach to the selection.

Sri and Erin agreed to host an internal meeting to decide on the speaker selection process and will advise the SQLRally team upon making a final decision. Sri and Erin to review what Jack had sent to them regarding the speaker criteria and selection. Will then check with and advise Anika. Sri estimates that this plan will be ready in two weeks.

- Marcella to join next call when speaker process is confirmed and progressing.
- Anika to send out email with cc to Marcella so that there is one thread for the speaker selection discussion.

Craig asked if there was a target date for speaker selections. Sri answered that there is not a target date but following on from lessons learnt at Orlando the speaker process should not happen too early in the picture. Summit worked well with the speaker selection occurring a month in advance. Erin is happy with this process.

Kathy mentioned that the website currently states that the registration and call for speakers will open in November and asked whether there is a need to modify this. The rest of the team agreed that this can wait for now and can be modified later if needed.

- Alison and Al are working on the prospectus and will aim for November 1 to send out the first draft.
- Anika confirmed with the team what was decided with postcon – the result was that the board had decided it was a team choice and all had agreed on two days of precon instead.
- Craig advised he had met with the board regarding the discussion of whether or not SQLRally Dallas could encompass a 2 day pre-Con or pre/post-Con structure. Full discussion will be available in BoD meeting minutes to come out at end of month. Craig shared that the Board was okay with Dallas team choosing the structure of their Pre-cons, since there were no added venue costs to have 2 days of Pre-cons. BoD wanted to ensure the Dallas team took a free day into consideration also in their planning. The Dallas team prefers a 2 day Pre-Con structure.

Board feedback had suggested that when there was a postcon there was a dramatic drop in attendance on the main Rally days. This was decided due to several factors including the higher costs associated with Dallas compared to Orlando and the choice of venue being a Convention Center rather than a hotel. It was also discussed that it is less risky to choose 2 precons instead of a postcon and that the risk far outweighs reasoning for a postcon.

Craig brought up that we need to be wary that in paying speakers for a Monday pre-Con, that we have some way out should we not sell enough attendance to cover costs. Sri agreed and said we will write a cancellation clause into the speaker contract and inform them upfront.

Sri said that this clause worked well when they planned the SQLSat Dallas to protect them from a business stand point.

All agreed that clever planning will be a huge factor in the success of the SQL Rally Dallas event and that the precon day 1 is a good idea – the chances for people to sign up for day 2 is higher.

Craig made suggestion to come up with a bundle day package and that a clever marketing campaign in line with this will attract more attendees.

Precon dates were confirmed as May 8 – 9 with full sessions on May 10 – 11.

- Sri to put in speaker contract clause to cancel if not enough registrants for the session.
- Anika asked Sri and Erin what their expectations for the SQLClinic would be. Sri said it is still due to be discussed but that it is definitely on their wish list as it makes sense for the event and they have a huge talent pool of Microsoft SQL people in Dallas and they should tap into this resource. All agreed but the format will be decided at a later date. Sri agreed that if it isn't logistically feasible they can look at some other options.
- Anika will evaluate the room allocations based on going forward with the SQLClinic.

Sri would be happy for the clinic to be in the Community/Sponsor room at the event but is concerned about the event being spread over two levels. Sri said that there must be enough motivation for delegates to go up and down over the levels.

Erin suggests it should be on the exhibit floor to attract higher attendance. Sri and Erin agreed to arrange a site inspection through Anika to further understand the layout and picture how the event will work and which rooms can be made use of.

- Anika to arrange site inspection for the SQLRally Dallas planning committee with Convention Center.

Anika confirms there is a lot of useable space and they that they of course want to utilize all space available. The Convention Center has confirmed that they are able to use other areas of the Center.

Discussion that the SQLClinic at Summit could have been publicized more and believes for SQLRally with a smaller venue it can be publicized it a lot more.

Sri said she has a great relationship with the Microsoft manager and will organise a meeting with them to see if they can get the idea of the SQLClinic moving forward. Sri suggested that Brian Smith will also be able to help out.

- Anika requested that the critical date document that was sent on Oct 26 is to be returned by mid next week with any changes/recommendations. All action items from SQLRally Orlando have been compiled into this document and anything in red or yellow needs to be updated. Marketing target dates need to be updated too.

- Anika to send out critical date documents prior to each meeting call from now on and will start the call with a revision of the document to ensure everyone is on track.

Sri made a suggestion that there should be an internal call with the SQLRally Dallas team prior to each teleconference with PASS HQ.

Craig suggested it would also be helpful to start having sub-meetings for individual teams for 15-20 minutes to discuss speaker management / logistics / sponsorship and marketing.

Kathy asked whether a critical date needed to be decided for the announcement of registration and the completion date of the website. November 9 is the current date.

Anika/ Kathy suggested to Ryan that they can start using the Orlando site to think about the formatting and what they like/ don't like. They can pull content from this and Jason/ IT can pull up blank pages to give the framework.

- Sri asked Anika some logistical questions regarding the room set up at the Convention Center including whether the rooms can be broken up into smaller venues particularly for lunches. Anika confirmed that it is possible but they need to keep in mind costs as if there needs to be wall movement within the day there will be further costs involved, plus the time restraints between sessions.
- Anika will discuss floor plans directly with Erin and will have the floor plans drawn up by the Convention Center. Anika will also look at capacity and square footage of the rooms.

Sri asked that Anika find out how easy it would be for the AV team to put in larger screens or additional screens so that in the larger rooms people who are sitting at the back or on the sides can see the screen for both PowerPoint decks and SQL Interface discussions.

Anika confirmed to Sri that the Convention Center said no regarding the team bringing in an external supplier to deliver gelato for the event. Sri would like Anika to find out from the Center what the cost will be if they order it in from the supplier. Anika confirmed that they will add an additional mark up for this but it may be possible.

- Sri to provide Anika with contact information for Gelato Company: name, address, past costs for other events and a previous invoice.

Next Meeting: Wednesday 9 November 2011, 4.00pm PST.