

PASS SQLRally 2011

Teleconference - Wednesday, August 4, 2010 1:30pm Pacific Standard Time

Attendees: Andy Warren, Rick Heiges, Tom LaRock, Sonia Dewey, Judy Christianson, Craig Ellis, Kate

Clegg, Kendal Van Dyke, Jack Corbett

Absent: Rushabh Mehta, Sandy Cherry, Bill Graziano

Meeting Notes:

1. Sponsorship Packages (first draft distributed)

- Craig reviewed the information sent to the group.
- Location is changed Keys hallway.
- Corner location is prime location vs. high traffic location. Andy suggested changing the language for positioning with sponsors.
- Logo on the bags multiple sponsors.
- Andy suggested putting bronze sponsor items in the bag.
- Notepad/Pens add as a sponsorship option.
- Add room sponsorship (i.e. speaking in front of the room for 5-10 minutes).
- Next steps will be to figure out the rates for sponsorship levels.

ACTION Kate to price out electrical, pipe & drape from venue. **ACTION** Sponsorship team to consolidate all costs in the next week and create a draft proposal for the next meeting.

2. SWAG Option Update - i.e. Commemorative Piece

The commemorative item will be a 'fun' take away (checkered flag, mini car, etc.).

ACTION Sanj will follow up with supplier for ideas on the whole package.

3. Action Item Review

- Craig to work with Gerry to review the Summit Refund Policy and get back by next meeting:
 - Craig, Rushabh, and Gerry have reviewed the current policy.
 - Committee reviewed and approved the policy.

ACTION Gerry to add the policy to RegOnline.

- Craig to contact Microsoft to participate at SQLRally.
 - Craig reached out to Roni and will report back for next meeting.
- Craig/Kate Create timelines around choosing an event location.
 - Draft version will be distributed to the group on Friday.

- Craig will engage Nancy, Douglas and Sonia on what it will take to get the Chapters informed and vying for the opportunity to host the next Rally.
 - A meeting has been booked for Friday, Craig will share notes from the meeting with group.

4. Marketing Update

- Sonia reported that the 'short list' of logos has been finalized.
- The voting page is now live for the community using the DNN voting feature on the 99Designs website. Kendal will post this on his blog and it will be posted on the PASS blog/homepage.
- Voting closes on Monday and the winner will be awarded on Wednesday.
- The winning logo will be announced on the PASS blog and Kendal's blog.

5. Marketing Timeline

- Andy Looking for a final marketing timeline.
- Andy suggested having sessions to announce when we launch the event in November with a simultaneous call for speakers.
- Andy would like grass roots marketing to begin earlier to assist attendees when looking for budget approval – marketing discussion ensued.
- Sonia suggested a money back guarantee (mimicking Summit) should attendees who have registered not want to attend after the sessions have been announced they will receive a money back guarantee.
- Sonia reported the current marketing plan is to ramp up in Nov/Dec/Jan (after Summit).
- Sonia does not want to deflect attention/excitement from Summit.
- Sonia suggested announcing pre-cons, Andy agreed outline the tracks and hours and the fundamentals for the announcement (not a blank slate).
- Judy suggested that in September we start raising awareness with cross-promotional, grass roots marketing/PASS marketing messaging.
- It was suggested that we contact the SQLSaturday #40 attendees with SQLRally information and all SQLSaturday event leaders in the target states be provided with a SQLRally marketing slide.

ACTION Marketing to create .ppt slide.

ACTION Engage Nancy to provide marketing slide to all SQLSat organizers (Nashville, Orlando, etc.).

6. Precons

- Andy reported the community in South Florida has suggested having half day pre-cons (two 3.5 hour seminars) and would like feedback from the group.
 - Sonia suggested selling it as a track and building synergy between the two half days.

7. Other

- Andy wanted to confirm registration process re: construction of the website and the call to speakers page.
- Andy will present the current plans (marketing/logistics), differentiators and event overview at the Board meeting.

ACTION Craig will follow up with Andy on these points.