



PASS Spring Conference 2011

Teleconference - Wednesday, July 21, 2010

1:30pm Pacific Standard Time

Attendees: Andy Warren, Kendal Van Dyke, Judy Christianson, Craig Ellis, Sonia Dewey, Jack Corbett, Rushabh Mehta, Sandy Cherry

Absent: Rick Heiges, Bill Graziano, Thomas LaRock

Agenda:

1. Discuss Marketing and Logo Creative Briefs (see attached)
2. Refund Policy
3. Engaging Regional MS offices
4. Commemorative Item to Sell/Give Away for Those Coming to #1
5. One Day Attendee Price
6. Possible Community Parties Like the SSC One
7. Starting the Process of Selecting the 2012 Site

1. Marketing Tactics Plan and Creative Brief

- Sonia presented the Tactics Plan and Creative Brief.
 - Creative Brief approved
- Marketing Tactics Discussion:

ANDY: Do we have a system for tracking contacts/logo placement? Could we do this as a testimonial page, list everyone that is supporting the event on the SQLRally site? For me I'd like to be able to browse the list so I can see who else I can reach out to, but maybe it's a good marketing tool too? It would also be a useful bit of knowledge for 2012.

 - Kendal to spearhead/lead this for tracking our campaign. 30 day/60 day/ 90 day plan – measuring our reach. Metrics on reach. Twitter – how many followers? Blogs? Google analytics on blog? Gut feel for metrics. Andy would like to measure traffic on blogs, logos on sites.
 - Sonia stated we need to review bandwidth and budget for this type of analysis.
 - PASS does not do this presently, difficult to measure.
 - Andy would like to review this information in per week. Nothing more.
 - Please let us know about your re-tweet/re-blog about this event.

SONIA: Do you mean how do we know if people are putting our logo on their own blogs/sites and blogging/tweeting about us? If yes, we don't currently have formal system in place; typically very manual (i.e. Google Alert, CoTweet alert). Or is this an extension of the "Sign-Up Wall" idea? Let's discuss on our call.

ANDY: Not sure Rushabh will okay the \$200 discount on the Summit – that's more than the profit generated on a per attendee basis. Maybe on the call we can discuss again. I want something, ideally more than one method, but it's got to be something the Board will support. I sent a note to Bill but no reply yet. How much do pre-cons cost at the Summit? Could we comp them into that cheaper than \$200?

- Andy has concerns around the framing of this offer.
- Taking revenue from Summit, cannibalize our Summit attendance numbers.

- Rushabh: Financials – writing off \$200 per person in the SQLRally budget if we do this (membership model).
- Extending the deadline for \$999 price point NOT taking away from actual \$\$\$'s.
- \$200 at the prevailing rate is Sonia's idea.
- Discount after the SQLRally or as soon as they register?
 - Sonia – As soon as they register.
- Cancellation policy for the Rally?
 - Same as Summit cancellation policy.
- Sonia wants to know about a wait list.
- Incentive to attend Summit, send discount after Rally – like a coupon (Summit Marketing).

SONIA: The \$200 discount on Summit wouldn't kick in until we reach the \$1,195 registration rate, so in essence we'd be extending the \$995 early bird for a bit longer to incent both Summit and SQLRally attendance. Gives us a mechanism to talk about both events and try to boost joint registration. No guarantees on how successful (or not) this might be; won't know until we try. Perhaps we wait to see how registration goes and see if we need to do a package incentive deal?

ANDY: I didn't see anything about Chapter codes or other incentives, should we consider that, especially outside Florida?

- Rushabh says no discount code for Chapters but some kind of incentive like cash back.
- Sonia to initiate conversations about engaging Chapters with Douglas and Nancy.

SONIA: This is actually where I think we cut into the event profit hence why I didn't include any discount codes. The price being so low compared to Summit, didn't feel like we should reduce even further. Thoughts?

ANDY: Don't think I saw a note about when to start including in the 'Chapter deck'.

SONIA: Good point. We should start including right after Summit. We should limit it to US Chapters only (promote European Conference to the EMEA Chapters, if applicable). Consider whether we limit it to only the target states due to HQ bandwidth to manage, or include in all US decks and the Chapter leaders can determine whether to use or not.

ANDY: Not sure I like separate Facebook site for this (or SQLSat) – seems like there would be a good place to cross-pollinate brands and it would allow the site to stay 'busy' yet not take a lot more work to maintain it.

SONIA: Sounds good, just an option for subpages.

ANDY: We should plan to expose attendee names via opt in/out (mentioned in the doc, just saying we *should* do it). It's working nicely for SQLSat.

SONIA: Yes! We'll have to be sure this is part of the RegOnline form like it is in the Summit registration form.

ANDY: We need to create the event on the LinkedIn calendar right away.

SONIA: Also on the PASS events calendar.

2. **Refund Policy**

- Similar to Summit.

ACTION Judy to work on with Gerry on reviewing Summit Refund Policy and get back by next meeting.

3. **Engaging Regional MS offices**

ACTION Judy to take action to figure out best approach in engaging Microsoft at the SQLRally for next meeting

4. **Commemorative Item to Sell/Give Away for First Time Attendees**

- Maybe spend a small amount \$1000 and/or sell it?
- Do we sell it? Sponsor to pay for it?
- Race car with PASS and sponsor logo.
 - Then have an event at a race/go cart track.
 - Other ideas such as checker flags being waved by room monitors.
- Andy – Don't spend a lot of time, we can use volunteers.

ACTION Judy will get Sanj to look into SWAG options and report back.

5. **One Day Pricing**

- Andy – Had a call for a 1-day price.
- Judy – Cheap already, why offer when they can do a SQLSat?
- Andy – Let's just market as a 2-day, and if someone wants one day, Andy will try to pair them up with someone who wants to go to the other day.
- Jack – SQL Bits offers one day, and will talk to Simon for more details.
- Sonia – Could we price the pre-con into a 1 day?
- Andy – Stick to 2-day price and pre-con.
- Need to set some guidelines on the selection process.
- Don't want to pick those that would speak at Summit on same topic.
- We could say that if you have previously done a Summit pre-con you can't participate at SQLRally.
- SQLRally is about trying to get new up-and-coming speakers and so SQLRally could become another criterion (among the many) to doing a pre-con at Summit.
- Andy – should we be bumping price to \$199?
 - No decision made on this.
- Would like to get people for all three days, so price of pre-con should be reasonable.

6. **Possible Community Parties Like the SSC One**

- Andy – Should we work with corporate parties and be a part of them so they don't go on their own?
- Judy – Agree that we should work with them.
- Andy – Smaller offsite events are harder to control, but if we can, work together on onsite events leveraging each other.
- Sonia – TDWI model – sells hospitality suites and allow sponsors to get more leads, while helping to promote event.
- Judy – Much more economical offsite.
- Andy – Allow a sponsor to host an after-after party (e.g. 8-midnight)?
- Sonia – Want to take all the small things about the event and get them on the site (e.g. Kilt Day).

- Jack – Sponsor package is being worked on between Al, Craig, and Jack.
- Craig – Giving sponsors the tables is what gives them the leads, which provides the value.
- Andy – Evening parties shouldn't be promoted unless they are paying something or promoting SQLRally.

7. **Starting the Process of Selecting the 2012 Site**

- Andy – Won't be in Orlando or Seattle. Would like to have it nailed down by Summit.
- Judy – How do we reach out to find the next best location?
- Andy – tell Community what we are doing, and reach out to Chapters to decide on why they are the best location for the next event, as well as logistics (volunteer base, airports, hotels). We pick the top three and share it for a vote at the SQLRally. Would like the Chapters to work on why they are the best.
- Sonia – Should we be promoting something that we have not completed?
- Andy – We just got the space 10 months out, so need to be more ahead of the curve. If we have to adjust the model after 2011, then we do so.
- Sonia – Why don't we do something at Summit?
- Judy – Timeline is tight leading up to Summit.
- Andy – Feels we need 12-14 months in advance to decide on location.

ACTION Judy – Create timelines around choosing an event location.

ACTION Judy – Engage Nancy, Douglas and Sonia and find out what it will take to get the Chapters engaged in vying for the opportunity to host the next Rally.