



PASS Spring Conference 2011

Teleconference - Wednesday, June 30, 2010

1:00pm Pacific Standard Time

Attendees: Andy Warren, Kendal Van Dyke, Judy Christianson, Craig Ellis, Sonia Dewey, Douglas McDowell, Jack Corbett, Brian Moran, Jeremiah Peschka

Absent: Rick Heiges, Rushabh Mehta, Sandy Cherry, Bill Graziano, Thomas LaRock

1. SQLRally Differentiators to Summit

- Sonia shared a table outlining some of the differentiators between SQLRally, Summit, and a SQLSaturday. A few of the key differentiators that were discussed were:
 - MS involvement - SQLRally will not have MS labs, SQL Server Clinic, and may only see some financial support from local MS offices
 - No Keynote at SQLRally
 - F&B quality
 - Sponsorship packages

2. Sponsorships

- How should they be structured?
- Andy - Rushabh will want tables, gives smaller local sponsors an opportunity to get in front of attendees.
 - Not in favour of one sponsor, how do we go about choosing in this scenario?
 - Don't do raffle tickets or badge scanners.
- Judy - Roni would not be providing extra dollars for this event that is outside of the sponsorship funding MS already provides on a yearly basis.
- Jack – Lunch sponsorship opportunities ideas with 1-3 sponsors.
- Brian – Sponsorship ideas for local community businesses should be addressed.

***ACTION* Craig to set up meeting with Jack and AI to formulate a proposal**

3. Marketing

- Sonia went over preliminary Marketing schedule.
- Andy asked how the Connector is going to be used for Summit and SQLRally early in 2011. Will we be promoting both in one?
- Sonia is still to work that out as in the early part of the year, there are marketing efforts for Euro Conference, SQLRally and PASS Summit and all needs to be timed with each other.
- Brent is organizing a SQL Cruise for the summer, valued at \$399 and includes SQL content. Will this affect us in anyway?
 - It wasn't felt so.
- Sonia threw out an idea for a promo: a Summit attendee registers for the 2012 Summit while attending the 2011 at the Early Bird rate, can they get a free pass to the SQLRally?
 - It was felt it would be too high of a giveaway value and could hurt the SQLRally budget.
- Also need to add in Marketing plans for a Florida-centric marketing effort, targeted at the local Florida Chapters.

- Can we include something with INETA? We do for Summit, so may be able to explore.
- Douglas did a presentation for GITCA and INETA at Tech Ed and they would be willing to do something with us. Better approach may be to go to UGSS.
- Andy knows someone on INETA and will reach out to him.
- How can we reach out to SQLSaturday attendee list? Should be geographical for mailings.
- Need to add promo stuff into Chapter Leader slides on the SQLRally that will go out every month. If there is anything specific, advise Nancy.
- Would Chapter leaders mind mentioning at their SQLSaturdays about the Summit and the SQLRally? We should also reach out by providing a slide for all the speakers at the SQLSaturday events.

ACTION Hannes to check our ability to do mail outs to SQLSaturday attendees that opt-in for PASS membership – can we mail to them specifically on the SQLRally event?

4. Educational Program

- Will Speakers be regionally based?
 - Not Andy's intent. He prefers to have speakers from other states to come into the Florida area for something new to the Florida attendees.
- Will we be recording?
 - Decision was not to (Sonia/Andy).
- Evening Event – Bowling alley, something onsite, midnight sessions. Currently not in budget, so need sponsor dollars for this. If we decide, we will find sponsor.
- Need to locate venue large enough for all to attend. Shouldn't be a problem in Orlando.
- How will we call out for speakers?
 - Jeremiah suggested voting as Devlink does – could we get a DNN module that we could easily put in place?
 - Andy suggested Chapter Meetings – can we have Chapter leaders task their group to come up with their favorite sessions and submit to organizers?
 - Twitter poll?
 - Program Committee could get the number of speakers down to an amount the community can pick down the finals from.
 - Whatever the process, we should send it out to the community allowing them to pick holes in it, then revise and post the process.
- Pre-cons – How are they selected?
 - 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 bump the 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.

5. Getting Chapters engaged

- SQLRally comps to Florida Chapters (e.g. 2 each) and must be a volunteer.
- What else we can do to engage Chapters? How do we want them involved?
- Can we run some contests (e.g. the most Twitter votes on the speaker selection gets added comps)?

- Soft invite to Chapters for the speaker call, giving them some exclusivity to those that are in close proximity.
- Could Chapters sponsor a speaker?
- What if we don't pick abstracts, but we pick speakers (e.g. each Chapter picks a speaker from their pool, and then we vote)?
 - Problems could be that people want to speak, but all on similar topics.

6. **Other notes**

- Thomas will be coming on to assist Andy as a voice and backup should he get overloaded.
- Andy wants to nail down the budget by end of next week.
- Craig sent out original proposal to attendees. Andy wants everyone to see where the vision started and to try and keep it close to that.