July 23, 13

Program Committee Minutes

Present: Jesse Russell (WIN), Alex (PRA)

**Outlets in Chicago area, broadly**

CMD, WIN, Progressive, Truthout, In These Times, Chicago Reporter

**Proposed conference schedule:**

Thursday: Pre-meeting Workshops // Thurs night reception? Opening?

Friday: Meeting

Saturday: Meeting // Party?

Sunday: Strategic Planning for TMC

**Pre-Meeting Workshops (Thursday)**

Fee-based for both members and non-members

Self-organized based on a bidding system: individuals propose workshops; if workshops attract at least 5 people, then they make; workshop givers get 20% of revenue.

For example, Susan Mernit proposes a 2 hour metrics workshop. She gets 10 people to sign up; 5 non-members paying $100 each; 5 members paying $50 each; The workshop would “make”; Susan would get $150.

The benefit is that the folks proposing workshops do their own marketing. They get $$ to attend conference; TMC get $$. Win-win!

**Strategic Planning (Sunday)**

This year, we really need to have a strategic planning meeting—more than a business meeting, so we need to set aside a day and keep people there. How to do that? What about doing a pre-discussion a few months in advance, so that people could plan for a longer meeting on Sunday. Model on BK strategic planning? Ask BK folks for help?

**Dates:**

Agreement that February 6-9 are best days.

**Next Steps:**

* Recruit more people to program committee: Jo Ellen will visit folks next week; Jesse will reach out to WIN folks, others in Chicago area; Alex will reach out to former PRA folks.
* Lock down dates and venue
* Get CC approval for dates, venue, overall schedule.

Meeting Ends 10:30 am.

Tentative schedule:  
  
July 1: Begin discussions around length of conference (revenue-gaining pre-conference? strategic planning day? days for conference proper?) and best dates (before or after President's week?)  
  
August 1: Jo Ellen to Chicago to locate best conference site, negotiate contract.  
  
August 15 (6 months out): **Announce dates and hotel/ conference location to members**.

* Identify sponsorship opportunities and begin outreach to potential sponsors
* If we have a preconference, set pricing and begin outreach to potential participants
* Identify potential keynote speakers and begin recruiting them
* CC starts planning strategic planning day (if we do it)

September 15 (5 months out): **Announce keynote speak**ers

* Continue to identify and develop sponsors
* Continue to identify and recruit pre-conference participants
* Identify conference theme and key issue areas to discuss
* Create conference web-page

October 15 (4 months out): **Announce conference theme**

* Continue to identify and develop sponsors
* Continue to identify and recruit pre-conference participants
* Begin heavy promotion to TMC members around keynote speakers and theme
* Identify conference and pre-conference speakers and panelists
* Plan for impact awards

November 15 (3 months out): **Announce and solicit impact awards**;

* Continue to identify and develop sponsors
* Continue to identify and recruit pre-conference participants
* Continue to promote to TMC members around theme and awards
* Finalize conference speakers for pre-conference and conference
* CC to finalize elements of strategic planning day (if we do it)

December 15 (2 months out): **Promote, promote promote**

* Focus on last-minute sponsorships
* Focus on promotion to all stakeholders
* Kick in logistics--parties to hold, volunteers to recruit, materials to develop
* Develop evaluations

January 15 (1 month out)

* Mostly logistics....