Annual Meeting Task Force Committee

- Kelli Boyd- Vanderbilt University Med Center (ACVP)
- Bruce Leroy- Abbvie (ASCVP)
- Kevin McDorman- Charles River Lab (ACVP)
- Jerry Ritchey- Oklahoma State (ACVP)
- Jane Shepherd- Rees Group (Meeting Planner Supreme)
- Laura Snyder – Marshfield Labs (ASCVP)
- Elizabeth Uhl- University of GA (ACVP)
Why was the task force assembled?

• The meeting has not been thoroughly and critically evaluated in over a decade

• The meeting has operated in a deficit the past 5/6 years

• Strategic initiatives of the college will pose demand on limited resource

• Continuing education content delivery is changing and modernization may be needed

• Our College is diverse and identifying ways to meet the needs broad audience is needed
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Charges I and II: Review last five annual meetings and assess meeting goals and content

– Networking is the number one reason individuals attend this meeting

– Continuing education ranks second for reasons to attend

– The meeting is too long

– The poster sessions need a major overhaul

– The late time of the year of the meeting can be problematic for many attendees

– There is often conflict with overlapping sessions

– Mystery slide sessions are too noisy and too long

– The content needs more balance for trainees and established practitioners
Schedule changes

- Shorten the meeting to four days
- Move all workshops to Saturday and eliminate post-meeting workshops
- Move the Plenary Session to Sunday morning to open the meeting
- Eliminate the historically free Monday afternoon
Program changes

• Restructure the Focused Scientific Sessions from two four hour sessions to a single five hour session with one Keynote Speaker

• Create rotating poster sessions and special focused poster sessions to create excitement and buzz associated with the posters

• Introduce two hour mini-break out sessions and 2 hour mini career development sessions

• Create a new session for platform presentation of top Vet Student Abstracts

• Introduce a networking session, speed dating the pathologist
Meeting Content

Plenary and Joint Sessions with ASVCP

- Realign the ACVP and ASVCP chair process for planning joint sessions especially the plenary session.

Pre-meeting workshops

- Provide pre-meeting workshops with broad appeal that will attract larger audiences.
- The health of these workshops would need to be monitored by the Education Committee.
- Pre-meeting workshops can be whole or ½ day
- Track budget separately and provide a working budget for organizers.

Mystery slide sessions

- Move to digital slides for all sessions
- Mystery slide chairs to follow SOP with regard to organization of sessions, length of session, invited speakers, etc.
Continue to improve and refine meeting app as technology changes

Ensure adequate communication about how to access meeting content online
  - Promoting sessions and communicating availability of content using the App, emails and social media.

Recording session available post meeting for purchase
  - Test the market in small increments.
  - The new two-hour minisymposia or selected sessions in pre-meeting workshops are options.
Location/venue/time of year

- Holding in early November better for schedules
- Hold meeting at venue that works best for college financially

- Rotate meetings through 4-5 cities
**Charge III: Consider mechanisms to increase attendance**

- Shorten the meeting

- Hold the meeting earlier in the year

- Hold joint meetings with like societies (STP, AAVLD)

- Consider running the meeting from Friday to Tuesday to limit the business days individuals have to be out of office
Charge IV: Investigate advantages and disadvantages to distributing meeting content and associated abstracts through print and electronic media

- Test in small increments delivering content for a fee post meeting.

- Separate focus group to address this topic from a global ACVP perspective and not just in the context of the annual meeting.
**Charge V: Analyze speaker benefits**

Eliminate honoraria
- Exception for plenary speakers

Keep registration waivers as they are
- For non-members registration is waived
- For members registration is not waived

Continue to provide
- Travel, food and lodging
- Meal with plenary session speakers

International Speakers
- Limit number international speakers

Encourage session chairs to identify creative ways to reward keynote speakers who will be attending meeting regardless of speaker invitation
Unanimous agreement among the TF committee members that awards should stay as they are.

Recognition of students and trainees adds value and is not an area for cost savings.
Charge VII: Assess feasibility of combined meetings

• ASVCP
  – This collaboration works well with a proven track record.

• STP
  – Extremely successful from attendee perspective.
  – Successful from a planning perspective and synergy of content.

• AAVLD
  – Based on survey results, there is interest by members of the college to have a joint meeting with AAVLD
Charge VIII: Suggest ideas to increase exhibitor participation and develop a protocol for exhibitor sponsored content

Exhibitor sponsored lunch

- No other programming during this lunch.
- Buffet style so attendees can’t grab and go.
- Held in exhibit hall.
- Similar model exists in STP.

Exhibitor-sponsored sessions

- Built into cost of contribution if they choose it.
- Vendor opportunity to buy food for session.
- Sessions in non-competing time frame (Breakfast, Lunch, Evening).
Charge IX: Ideas for revenue generation and cost reduction

Exhibitor sponsored sessions.

- Attractive to vendors because of access to members.

Increased opportunity for pre-meeting workshops by niche groups attracts new attendees.

- Comparative Pathology
- Primate Pathology
- Forensic Pathology
- Digital Pathology
- Medical Device Pathology
- Clinical Pathology
- CL Davis
Charge IX: Ideas for revenue generation and cost reduction

- $18-29K/year savings
  - Elimination of honoraria.
  - FSS - 1 keynote speaker.

- Shorter meeting
  - Lower labor costs
  - Lower venue costs

- Limit number of invited international speakers.
Additional Considerations

RACE Credits

• Rees group performed a survey of ABVS societies
• Most societies include CE credits in registration fee

Recommendation:

• ACVP continue to provide RACE credits
• Continue to include with registration

New York State accepting ACVP RACE credits!
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