I. January 29, 2021

II. Convention Managers

III. Andrew Justice and Sylvia Yang

IV. Board Action Required NONE

V. Brief Summary of Activities

- Continued work with MLA/TLA Task Force to plan for the upcoming virtual conference, including:
  - Participated in a demo of Remo, to be used for exhibitors and similar contexts
  - Ideas to drive attendee traffic towards exhibitors, including collecting interactions which translate into credits for purchasing conference-branded items in an online store platform (like CafePress, but better)
  - Sylvia hosted a Q&A session with potential exhibitors, so we could show them our ideas and give them good reason to attend
  - Creation of a general info video for the conference, sent to listservs in late December
  - Proposed revised (and considerably reduced) registration and advertising amounts to the Board
  - Assisted with preparation of online program and registration forms, though the majority of that work was done by Katie Buehner
  - Creation of an instructional video for TLA member registration
  - Planning for demo sessions of Remo before March, so exhibitors and members can acquaint themselves with it
  - Participated in 1/28 Town Hall to inform members about…everything