

2018 Conference Report

Vendors

Overall, we had 41 vendors/groups. There was a last minute cancelation of a double booth with the executive board voting to refund the vendor. There were 11 respondents to the vendor survey. Vendors were asked to rate several items on a 5 point scale: excellent, good, average, fair, and poor. Responses were:

What was your overall evaluation of the conference?

Excellent – 5

Good – 6

Average – 0

Fair – 0

Poor – 0

How would you rate the conference facilities?

Excellent – 6

Good – 5

Average – 0

Fair – 0

Poor – 0

How would you rate your vendor space/location?

Excellent – 8

Good – 3

Average – 0

Fair – 0

Poor – 0

How was the level of service of conference staff?

Excellent – 11

Good – 0

Average – 0

Fair – 0

Poor – 0

Comments from the vendors were overall very positive. They liked the set up of the convention center and felt that the attendees were engaged. They liked the vendor passport. They liked that conference was in Sioux Falls as there were a lot of attendees. They were also highly complimentary on assistance both on site and beforehand. There was a comment how more substantial food at the opening reception would be nice as the vendors had to set up early without time to eat dinner.

A future note for planning vendor space is to pay special attention to local groups that may expect to get a table, but fail to register.

Attendees

There were 113 responses to the attendee survey. Attendees were asked to rank various topics responses on a 5 point scale.

How would you rate the overall conference?

Excellent - 38

Good - 57

Average - 14

Below Average - 4

Poor - 0

NA – 0

How would you rate the conference facilities?

Excellent - 50

Good - 53

Average - 9

Below Average - 0

Poor - 0

NA – 0

In general, how would your rate the conference keynote sessions?

Excellent - 22

Good - 57

Average - 26

Below Average - 7

Poor - 1

NA – 0

How would you rate the variety and quality of the breakout sessions?

Excellent - 42

Good - 48

Average - 17

Below Average - 6

Poor - 0

NA – 0

How would you rate Thursday's Award Banquet?

Excellent - 39

Good - 39

Average - 15

Below Average - 5

Poor - 1

NA – 14

How would you rate the overall exhibit experience, including vendor breaks and Wednesday's reception?

Excellent - 32
Good - 69
Average - 11
Below Average - 1
Poor - 0
NA – 0

How would you rate Thursday's dessert reception?

Excellent - 31
Good - 30
Average - 18
Below Average - 1
Poor - 3
NA – 30

How would you rate the quality and variety of the poster session?

Excellent - 43
Good - 51
Average - 16
Below Average - 2
Poor - 1
NA – 0

How would you rate the quality and variety of the lightening round sessions?

Excellent - 36
Good - 53
Average - 21
Below Average - 1
Poor - 2
NA – 0

Do you think we should consider the convention center for future conferences?

Yes – 88
No – 8
Maybe - 17

The responses and comments showed an overall positive conference experience. There were comments related to the temperature of the rooms and food quality. Several comments discussed how the breakout rooms were too small and the chairs within the rooms should not be locked together. There were also several suggestions to have more sessions geared toward school librarians. There was a split with some comments disliking the keynote speakers and others liking the keynote speakers.

A note for future conferences, if lightening round sessions are included note the time and encourage individuals to move from one room to another as desired.

SDLA Conference

Sioux Falls

September 26-28, 2018

Local Arrangements Final Report

Local Arrangements Team

☑ Keep local team members apprised of conference challenges so they can be part of solution – in our case the slow response of registrants

☑ Invite local retirees and/or library students to participate in conference

Meals

☑ meal counts to conference center should be closely coordinated with Executive Secretary

☑ did not take tickets at buffets; for served meals tickets were placed in front of place setting so staff knew where special meals were needed

☑ special dietary arrangements for vegetarians and gluten-free

☑ deliberate decision to have only two options for meal—regular and vegetarian

☑ breaks were deliberately “light”—beverage and granola bar or cookie/bar (dessert from lunch)

Exhibits

☑ Executive Secretary should handle all communication: sends invitation letters, follow-up, confirm “corporate name” for printed program

☑ providing vendors with Thursday breakfast and Thursday lunch (at which vendors are recognized) very popular

☑ providing attendees with drink coupon to Wednesday’s exhibit opening very popular with exhibitors; consider adding drink coupon to vendor packets as well

☑ arrange a vendor/book seller for speakers’ books as needed

☑ be certain you know which entities expect a complimentary table(s) in Exhibits, i.e. State Library, MPLA/ALA, Braille & Talking Books, etc.

☒ arrange for a vendor hospitality area (coffee and water station) especially on Wednesday during set-up

Sponsorships

☒ opportunities were identified early on for special sponsorships including opening exhibit reception, dessert reception, keynote speakers, drink coupons for opening exhibits

☒ challenging to get vendors to attend in the first place and sponsor anything additional in the second place; companies are limiting attendance at state conferences and the Sioux Falls conference followed two years of less than adequate space for Exhibits

☒ Sioux Falls committee worked hard to court vendors and encourage them to attend; available Exhibit space should be evaluated when looking at future venues

Registration

☒ Executive Secretary handles all pre-registrations and available for on-site registrations

☒ Specific pre-registration is recommended at least for Preconference events; having registrants indicate session preference would help with room assignments

☒ add question on registration form about preferred “name” on badge; complaints about names which were “pulled” from membership directory

☒ larger font (28) for first names on nametags is critical

☒ recycling bags provided by Emporia were popular

☒ prepare conference bags for all guest speakers (non-SDLA members) coordinating with President to ensure meal arrangements (tickets if eating at conference)

☒ need space for State Library staff member managing CE credit

☒ if SDLA is holding a raffle, space will be needed at Registration for ticket sales

☒ basket at Registration area for meal tickets not being used to be turned in

☒ having a printer available at Registration would be helpful

Technical Support/AV

- ☒ Tech support volunteers need to be in the communication loop with all speakers from the beginning; changes have been suggested on SDLA contract to determine if those who say they need no technology are in fact bringing their own (support may be needed to make it work locally)
- ☒ Recommend a Google form to collect technology expectations/needs for maximum sorting ability
- ☒ arrange equipment if needed (local college/school if possible); conference site fees for equipment add up fast
- ☒ provide on-site support

Speakers & Hospitality

- ☒ coordinate hotel reservations for speakers with President
- ☒ arrange transportation from/to airport
- ☒ speaker gift bags for out-of-state speakers

Printing

- ☒ have conference information available on SDLA website as details develop (Book Marks Editor)
- ☒ printed program – print at least 25 more than registrations (Book Marks Editor)
- ☒ signage for rooms/sessions or coordinate electronic displays with local conference center
- ☒ posters for break/special event sponsorships

Special Events

Wednesday evening – Exhibits opening

- ☐ coordinate with Exhibits chair & President; especially sponsorship opportunities
- ☐ location of conference site should be considered when deciding whether Exhibits opening should be “dinner equivalent” or not: are eating establishments plentiful and within walking distance?

Thursday evening

- ☐ poster session with no-host social before banquet works well to increase traffic
- ☐ coordinate venue, food, entertainment of dessert reception with President
- ☐ coordinate identification of sponsor for dessert reception with Exhibits chair & President

General/Executive Secretary/President

- ☐ review schedule/form of communication promoting conference to vendors/attendees
- ☐ create list of attendees separate from list of vendors to facilitate planning/recruiting process
- ☐ create and maintain separate conference budget that includes all associated income/expense
- ☐ promo emails should be developed and sent to increase interest/enthusiasm
- ☐ postings on FACEBOOK, Twitter help to promote attendance
- ☐ coordinate social media posts that tag vendors sponsoring events during the conference as another way to recognize them
- ☐ maintain list of vendors with contact information
- ☐ coordinate follow-up thank you notes with President to sponsors, speakers, etc.

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Sponsorship Summary*

EBSCO (plus booth)

Exhibits Break \$ 500

Gale (plus booth)

Exhibits Break \$ 500

MINITEX (plus booth)

Keynote: Ashley Good \$ 500

Bound to Stay Bound (plus booth)

Drink Coupons \$ 300

Emporia (plus booth)

Conference bags NA

*Does not include conference program ads

	Jan - Dec 18	Budget	\$ Over Budget
Income			
Annual Conference Income			
Conf sponsor/donations	1,800.00	5,500.00	(3,700.00)
Exhibitor Registration	6,930.00	6,250.00	680.00
Exhibitor Reg via cc	6,040.00	6,250.00	(210.00)
Conference Advertising	1,650.00	1,000.00	650.00
Conference Registration	13,670.00	22,000.00	(9,305.00)
Conf reg via cc	<u>32,065.00</u>	<u>15,975.00</u>	<u>16,090.00</u>
Total Annual Conference Income	62,155.00	56,975.00	5,180.00
Expense			
Refund			
Annual Conference	2,095.00		
Total Refund	2,095.00		
Annual Conference Expense			
ConventionSite/Reception/Breaks	30,848.72	25,000.00	5,848.72
Equipment Rental	0.00	500.00	(500.00)
Printing/postage	236.00	500.00	(264.00)
Speakers			
Speaker Fees	7,480.61		
Speakers - Expenses	500.00	10,000.00	(9,500.00)
Total Speakers	7,980.61	10,000.00	(2,019.39)
Conference Gifts	252.98		
Total Annual Conference Expense	39,318.31	36,000.00	3,318.31