

agenda



2020 Talent Innovation Summit Debrief Meeting – It's A Wrap + Next Steps

October 26, 2020, 3:00p.m. – 4:00p.m.

Zoom - <https://zoom.us/j/906250678?pwd=Rk03cW1ZRnNPM2hBNWU4MktBbjJUT09>

Committee Members Present: Carrine Anaeto, Bethany Baratelli, Charlotte Brown, Audrey Clarke, Chris Holland, Hadassah Israel, Sheila Jones, Patricia McCray, Jim McShane, Vincent Palmer, Dee Robinson, Lorraine Wells, Reenee Williams-Walter, Trish Yahn, Shelly Bell, L. Shuntel Fuller

Committee Members Absent: Renisha Gibbs, Jeanna Olson, Scott Watson, Denny Clark, Kara Palmer Smith,

- Welcome, LSF/Jim
 - LSF welcomed everyone to the final committee meeting and thanked everyone for all of their support, patience and participation throughout the entire planning process. The event would not have been a success without the group effort.
 - Jim thanked the entire team for their efforts and gave a special thanks to Liz with the ELC for allowing Kara to continue to remain on the Planning Committee. People are already reaching out to him wanting to duplicate what was done.
- Subcommittees Reports/Results (Feedback)
 - **Sponsors & Partnerships – Jim**
 - Not much has changed with the sponsorship committee:
 - Total commitments = \$14750
 - Total paid to date = \$8750
 - Still waiting on some sponsorships to come in:
 - The two gold sponsorships have not been received
 - Two silver sponsorships have not been received, OEV and Opportunity Florida
 - **Question:** How do we get the money?
 - **Response:** Companies must go through the proper approval channels in order to get the money released. CSCR will get the money probably within the next month.
 - **Speakers/Keynote Speakers (Panelists) – Trish**
 - Acknowledged Lorraine for her commitment as she secured all of the panelists
 - The panel session was prerecorded on September 16th; however, they attended the summit and were available via zoom on the day of the event for Q&A.
 - Each panelist received a \$50 gift card for participating, however one of the panelists returned her gift because she is not allowed to accept such gifts per the employer.
 - Those funds were returned to the budget and the BES team will use the gift for another event.

agenda

- They keynotes were live and in person at the Leon Center.
 - They have been paid in full
- There was a lot of audience participation, everything was awesome and amazing.
- Absolutely loved Vincent hunts resilience and branding presentation.
- Survey results so far have been positive feedback on panelists.

- **Marketing & Communications – Carrine**
 - The full covered report forth coming
 - Based on all of the efforts: radio, video, etc. the total reached was 20,000 impressions.
 - 713 page views for the landing page (website)
 - 136 registered, 130 showed up.

- **Event Logistics – LSF/Hadassah/Kara**
 - This was the first virtual format and overall everything went very well. There were a few glitches but had nothing to do with the summit itself, but more so equipment available onsite. Trish assisted with the engagement.
 - There were a few timing issues with managing the event behind the scenes, but the production company was able to resolve them rather quickly
 - There were minor tech issues with sound but that was resolved quickly
 - Special thanks were given to everyone who assisted onsite and those who were not onsite but assisted behind the scene: Reenee and Audrey, Dee
 - Survey results will be pushed out one more time as of Friday.
 - 29 responses have been received to date
 - The goal is to get 1/3 of the participants to respond.
 - Special thanks to Liz Murphy at the ELC for allowing Kara to participate.
 - 140 registered for the event in Constant Contact, 136 registered to attend the event in Zoom Webinar, 129 attended the summit

- **Budget & Expenses**
 - Food, budgeted \$2800; spent \$1925.75 (under budget)
 - Speaker fees \$5000
 - Book fees \$1363.50 (books and postage)
 - Production company, budgeted \$6000; spent \$5500 (under budget)
 - Event planner fee \$5000
 - Panel gifts, budgeted \$200, spent \$150 (under budget)
 - Marketing, budgeted \$1000, spent \$741.44 (under budget)
 - Props/stage décor budgeted \$300, spent \$0 (under budget)
 - Speaker expenses and refreshments – final number not reported
 - Miscellaneous, budgeted \$200, spent \$0 (under budget)
 - Final Expenses – \$19680.69 (the event came under budget)
 - Income from registration and fees – \$2357.08 which does not include 3 pending registrations

agenda

- Event Survey Results
 - Will be pushed out one last time survey results needed by Nov. 6th
- Event Emcee
 - Did a very good job, he was great. He was better this year than last year, maybe because he is more comfortable with the event or has gained more experience over the last year. It could be a combination of both.
- Highlight & Promo Video
 - We do not currently have this. We have the zoom recording which needs to be edited.
 - There is a 4-business day turnaround
 - Other questions to consider: What do we want to do with the recording? What is the end result? If we are going to host it the recording somewhere, how long? Will there be a password, etc.? (Carrine)
 - Will need to have this conversation with Jim; however, 1st thought is that we do not want to monetize. (Trish)
 - Those who attended or paid to attend would have access to the entire recording.
 - We cannot monetize the recording to capitalize on providing HR credit, HRCI credit can only be provided on the date of the event.
 - All we can do is put a disclaimer but cannot prevent folks from sharing link and password info
 - Need to select a date for hosting
 - Colene requested a copy of her presentation. LSF to send Carrine an email with the subject line: Colene's Request.
 - Hopefully we will not be doing this virtual again
- Lessons Learned
 - Start the planning process sooner
 - Look into making the final decision on rather to host a live event three to four months in advance to see if there is an interest. If no interest, then maybe not host the event.
 - Jim wants to have one regardless
 - Plan for a live event in Oct, but in June consider pushing it out another year if conditions for in-person events have not improved.
 - With an in-person event we would have had a different type of attendance
 - Either plan as virtual from the beginning or plan as live and postpone. Do not switch up in the midst of planning.
 - If we can do it virtual, have a lobby to engage and recall what was discussed. Pre-recorded have it captioned to assist with accessibility.
 - HR Florida used a platform that had closed captioning in real time "Descript"
www.descript.com
 - Need to make sure we sign agreements with clauses

agenda

- Offer digital book if possible, however that depends on who the speaker and if their book is made available in that way.
- There was only one person who did not receive a book and voucher and that is because an incorrect address was provided, and those items have not been returned. If those items are returned, we will make an attempt to mail to the correct address.
- Make sure all elements of the registration are set before it goes out. If registration is not set and ready by target date, it is best to miss the target go date and send an accurate registration out rather than meet the target date with a registration that does not meet the need and information have to be gathered on the back end.
- Considerations for next Talent Innovation Summit
 - Patricia will set up a meeting to discuss this
 - A new planning committee need to be set for next year
- Close Out Report
 - The report has never been available for this meeting but need to schedule a deadline for when the closeout report will be finalized.
 - We also need to come up with how and when it will be distributed
 - We need to share the report with the board (Jim's call)
 - The report needs to be distributed to this committee and available for next year's committee
 - The draft if due November 10th
 - Patricia will need it the week before the December board meeting in order to share it with the board.
- Other Items and Adjourn
 - Carrine will send quick bullet points to Trish for Jim
 - Closeout report draft due November 10th
 - The final report will be due by November 24th
 - Patricia will set up a meeting to discuss some of the questions that came up today
 - Hadassah will send Carrine final numbers on registration
- The meeting concluded at 4:00 PM