

## 2020 Talent Innovation Summit Meeting Agenda

**May 27, 2020, 3:00p.m. – 4:00p.m. via Zoom Meeting Details**

Join Zoom Meeting

<https://zoom.us/j/906250678?pwd=Rk03cW1ZRnNPM2hBNWU4MktBbjJjUT09>

Meeting ID: 906 250 678

Password: 173161

**Phone Number:**

+1-929-205-6099

**Access Code: 906250678#**

**Event Date and Location: Wednesday, October 7, 2020, Florida State Conference Center**

**Committee Members Present: Carrine Anaeto, Bethany Baratelli, Shelly Bell (Board), Charlotte Brown, Audrey Clarke, Denny Clark (Big Bend SHRM), Renisha Gibbs (Board), Hadassah Israel, Sheila Jones, Patricia McCray, Dan McGrew, Jim McShane, Vincent Palmer, Kara Palmer Smith, Dee Robinson, Scott Watson (Board), Lorraine Wells, Reenee Williams-Walter, L. Shuntel Fuller (Event Coordinator)**

**Committee Members Absent: Trish Yahn, Jeanna Olson (Board), Matthew Salera,**

- **Welcome, Roll Call**
  - LSF welcomed everyone on the call
  - Kara completed roll call/reviewed those who were logged into the Zoom meeting
- **Review Notes from Previous Meeting**
  - Save-the-Date - The Save-the-Date announcement should be going out soon
  - Registration - Early bird registration is set to open June 17<sup>th</sup> and will last approximately two months
  - Emcee – the planning committee has been asked to submit recommendations. Two recommendations have been received to date: Kara Palmer Smith and Dominick Ardis', who served as the emcee for the 2019 Talent Innovation Summit
  - The hybrid event model was discussed, and the committee was informed of the limited capacity set for both in-person and virtual platform
    - The maximum capacity for the in-person event will be determined by the conference center
    - The maximum capacity for the virtual event is recommended to be set at 50 attendees so that it can be manageable by internal staff
    - Jim asked the question of why we need to limit the event. Kara explained the reason for limiting the virtual event to 50

# notes

- The goal is to have 125 attendees (current goal is to cap virtual portion at 50 people, however with Zoom hosting can do up to 100 with an additional proctor)
- Denny asked if we looked at a company to assist with the virtual portions
  - Kara explained how the registration will be setup. If the committee wants to engage more people virtually, we can do that. Whatever the numbers we decide on is the number we will go with. Attendees have to select how they want to attend upfront (in-person vs virtual) at the time they register.
    - Jim suggested to ask attendee to indicate preferences for attending in-person or virtually
    - Preferences will be locked
  - It is possible we may use a different platform – reviewing experience on other platforms used for upcoming conferences
  - Kara explained that CSCR staff will have to manage the numbers, so the more virtual attendees the more staff will be required to help with the virtual platform.
  - Kara shared with the group that select CSCR team members we will be attending a virtual event next week to get an idea of their logistics
- **Subcommittee Reports**
  - Event Logistics Subcommittee (LSF)
    - The last committee meeting was held on May 14<sup>th</sup>
    - The early bird registration rate is set at \$45 and the early bird registration should be open for approximately 2 months. Scheduled to open June 17<sup>th</sup>
    - Full price registration is set at \$50
    - Two emcee options were discussed: Kara Palmer Smith and Dominick Ardis (who served as emcee last year)
      - Kara reached out to Dominick and but has not heard back
    - There was an extensive conversation regarding the food which we will pick back up at our next committee meeting
      - It was pointed out that the food cost should remain around \$25 so that we can offer a comparable priced food voucher for virtual attendees
    - Potential layout options were discussed (but that will change as the state continues to open up and we receive further guidance on large group meetings)
    - The next committee meeting is scheduled for June 8<sup>th</sup>
  - Marketing & Communications Subcommittee (Charlotte)
    - The last committee meeting was held on May 5<sup>th</sup>
    - The committee flushed out the marketing plan
    - June 17<sup>th</sup> is when the marketing plan will go out
    - MarCom Department has created a graphic for the Save-the-Date. The draft went out today and both Kara and LSF received copies

# notes

- Registration materials are ready and will have the same look and feel as the Save-the-Date announcement
  - MarComm Department drafted the sponsorship documents. Jim and his team are reviewing the documents.
    - Sample of the documents were shown during the meeting
  - Kara asked if the marketing plan could be shared with the Planning Committee
    - Carrine displayed the marketing plan with the entire group
  - Major updates to the marketing plan were discussed
    - Paid advertising mediums
    - Organic forms such as social media
    - Mobile and email marketing
    - Partner outreach
    - CEO/Board Outreach
  - The next committee meeting date was not discussed
- Speaker & Keynote Subcommittee (Kara for Trish)
    - The last committee meeting was held on April 28<sup>th</sup>
    - Kara is reporting on behalf of Trish in her absence
    - The Planning Committee was informed of the subcommittee's concern for having the (in-person) event. The result from the CSCR leadership team is to move forward with the event, but in a hybrid format
    - We have received the official contract from Colene. Will announce the keynote after the contract has been fully executed
      - Colene's contract is good for next year if something happens to the event this year
    - Potential keynote Nicole Isaac is not available for our event date
    - Other potential keynotes are still being reviewed (this is the committee's focus)
    - We are keeping the two-speaker keynote/plenary speaker model for TIS 2020
    - The question was asked, what do we really need to address at the summit?
      - Examine issues to related sectors
      - What should we address with regard to changes due to COVID-19?
    - Denny Clark was added to this sub-committee
    - The next committee meeting will be held within the next couple of weeks
  - Sponsors & Partnerships Subcommittee (Jim)
    - Jim has the letter and sponsorship opportunities document and they will be getting the letter out within the next few weeks
      - An updated list of past supporters is needed in order to raise the intended funds
    - The sponsorship documents are available for the portal
    - Received a check from Duke Energy in the amount of \$1000 (Silver Level).

# notes

- Kara informed the committee of the new sponsorship opportunity available this year. We are seeking a book sponsor for the morning speaker, Colene Roger's new book, *Retention*
- Charlotte needed confirmation on dates in order to finalize some of the marketing pieces, therefore there was an additional discussion regarding upcoming dates.
  - Early bird registration will run from 6/17-8/16 (\$45)
  - Full registration will start on 8/17 (\$50)
  - Jim moving the sponsorship opportunity closing to 7/24 – mentioned sponsors from last year would be willing to sponsor again this year
- A question was asked in the chat room: would we want to consider an early bird fee of \$40.
  - The only caution at reducing the registration rate any lower would be for the food. We need to ensure that we are able to cover the food cost. We are looking into a food service to ensure virtual attendees are able to get fed as well.
  - There was no further discussion or action regarding reducing the early bird rate to \$40, and therefore the early bird rate will remain at \$45.
- **Other Items**
  - Food vouchers available for virtual attendees – this should match the value of the food provided to in-person event attendees
    - The goal is to get the food costs to \$25
- **Action Items**
  - Jim will get the letters out for sponsorships
  - Event Logistics Committee need to determine the number of attendees for the virtual portion
  - Event Logistics Committee need to finalize emcee
  - Event Logistics Committee need to review food cost to see if it could work for a \$40 early bird registration as suggested by Reenee
  - A second Keynote speaker and panelist need to be confirmed
  - Save-the-Date need to go out later this week, sent out by Friday
- **Adjourn 3:45 PM**
  - The next Planning Committee Meeting will be held Monday, June 22, 2020 at 3:00 PM via Zoom