Team Time
Boston 2013

James Vincent

Vice President, Director of Conference Operations

and All Around Nice Guy

SHARE in Boston

Welcome to Team Time!

- **Volunteer Appreciation Lunch**
  - **ALL Ribbon Wearers are Invited!**
  - Thu **12:15 PM** –Ballroom A
- IBM Poughkeepsie Developers (2 buses)
  - Monday: Meet them @ STE 4:00-5:30 PM
- Status of SHARE: Thu 11:00 AM – Room 201
- SHARE Suite – come and visit
  - Sheraton 2924 – usually open around 10:00-11:00 PM
- Conference Support – Outside Room 307
- Volunteer PC Workroom – Room 205

Boston 2013

- Receptions:
  - Sunday – "Boston North End" – Italian theme – 7:00-9:00PM
  - Monday – in STE – horse-dervies & drinks – 5:30-7:00PM
  - Tuesday – in STE - Red Sox theme! – 5:30-7:00PM
  - Thursday – Craft Brew Happy Hour – 5:30-6:30PM
- Election Time!
  - Vote on Wednesday – outside Room 308 area
  - Two Director positions open; see election board for nominee info
  - Installation Rep. or designated stand-in can vote
    - One per member organization

Complete your sessions evaluation online at SHARE.org/BostonEval

Boston 2013

- Electronic Evaluations – paper nevermore!
  - Kiosks available – locations on 200/300 levels
  - Special drawing for >20 sessions with email provided
- HQ staff will be counting attendees at sessions
  - You can too if you'd like
  - Email to speakers@share.org or drop off at Conference Support

- *What do you think about scanning badges @ the door?*
- *What do you think about RFID implants?*

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Board Advocates

- Now year-round assignments & reassessed after Summer meeting

- *How would you like to better interact with the Board?*
  - *Did you know, almost all board meetings are "open"?*

Pgm	Program Manager	Board Advocate
AADI	Dennis Pherigo	Deb McCarty
EDC	Karla Houser	Kristine Harper
IMGT	Brian Kithcart	Sam Knutson
LVM	Rick Barlow	Justin Bastin
MVS	Ed Jaffe / Skip Robinson	Jerry Seefeldt

Treasurer Updates

Harry Williams
Treasurer

- *Reporting of on-site / registration numbers*

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San Francisco

- In the San Francisco, we missed the mark in trying explain problems with historical People metrics

- Not an attempt to hide any information

- This discussion is an attempt at being fully transparent about numbers of people at Event

Timeline of Metrics in presentation

- 2009
  - Austin
  - Denver
- 2010
  - Seattle
  - Boston
- 2011
  - Anaheim
  - Orlando

- 2012
  - Atlanta
  - Anaheim
- 2013
  - San Francisco
  - Boston

SHARE Technology Exchange

- Boston 2013 is the 20th anniversary of the first STE

- STE generated the first significant new type of "attendees", exhibitors who did not attend sessions

- Types of people on-site has continued to evolve, including Speakers, One-Day, Press, and will continue to evolve in the future

Complete your sessions evaluation online at SHARE.org/BostonEval

Metrics

- Attendance from raw registration data with some manual "corrections"
  - Members - Companies
  - Attendees – does not include Exhibitors, Staff or Press

- Reports used to track cash generated by Conference
  - Full Week Paid
  - Total Registration Count – Total On-Site number

- None of these numbers include SHARE Live!

Austin 2009 Registration Reports
Full Week Paid

- Member Individual - Early
- Member Individual - Regular
- Member Individual - Onsite
- Member Individual - Discount Rate
- Member Company - Early
- Member Company - Late

- Non Member - Early
- Non Member - Regular
- Speaker - Early
- Speaker - Regular
- IBM Employee Early
- IBM Employee Regular/Onsite
- IBM Special Texas Rate (without receptions)
- IBM Special Texas Rate (with receptions)

- Passport to Education (Individual)

- Student
- Faculty

- Full Conference (AUTX9)

- New to System Z
- New Purchasers of IBM

- Scholarship

Denver 2009 Registration Reports
Full Week Paid

- Member Individual - Early
- Member Individual - Regular

- Member Company - Early
- Member Company - Regular
- Member Company - Transfer from Austin
- Non Member - Early
- Non Member - Regular
- Speaker - Early
- Speaker - Regular
- IBM Employee Early
- IBM Employee Regular/Onsite
- IBM Local Rate - No Receptions
- IBM Local Rate - With Receptions

- Passport to Education (Individual)

- Student
- Faculty Member
- Volunteer
- Austin Chair Drop Promotion for Denver

- New Purchaser of IBM System Z
- New to the Mainframe

- Strategic Partnership

SHARE in Boston

Seattle 2010 Registration Reports
Full Week Paid

- Member Individual - Early
- Member Individual - Regular/Onsite
- Member Individual - Discount Rate

- Member Company - Early
- Member Company - Late

- Non Member - Early
- Non Member - Regular
- Speaker - Early
- Speaker - Regular
- IBM Employee Early
- IBM Employee Regular/Onsite
- IBM Special Local Rate (without receptions)
- IBM Special Local Rate (with receptions)

- Passport to Education (Individual)

- Student
- Faculty

- First Time Attendee Full Conference

- New Purchasers of IBM
- New to System Z

- Strategic Partnership
- Exhibitor Registration Upgrade
- Special discount MJG3

SHARE in Boston

Boston 2010 Registration Reports
Full Week Paid

- Member Individual - Early
- Member Individual - Regular

- Member Company - Early
- Member Company - Regular

- Non Member - Early
- Non Member - Regular
- Speaker

- IBM Employee

- IBM Local Rate - No Receptions
- IBM Local Rate - With Receptions

- Passport to Education (Individual)

- Student
- Faculty
- Volunteer
- Seattle Chair Drop Promotion for Boston

- New Purchaser of IBM System Z
- New to the Mainframe

- Strategic Partnership
- Exhibitor Registration Upgrade

Orlando 2011 Registration Reports
Full Week Paid

- Member Individual - Early
- Member Individual - Regular / Onsite

- Member Company - Early
- Member Company - Regular / Onsite

- Non Member - Early
- Non Member - Regular
- Speaker

- IBM Employee

- IBM Local Rate - No Receptions
- IBM Local Rate - With Receptions

- Passport to Education (Individual)

- Student
- Faculty
- Volunteer
- First Time Attendee

- New Purchasers of IBM System Z
- New to the Mainframe

- Strategic Partnership
- Exhibitor Registration Upgrade

Atlanta 2012 Registration Reports
Full Week Paid

- Member Individual - Early
- Member Individual - Regular / Onsite

- Member Company - Early
- Member Company - Regular / Onsite

- Non Member - Early
- Non Member - Regular
- Speaker

- IBM Employee

- Passport to Education (Individual)

- Student
- Faculty
- Volunteer
- First Time Attendee - Chair Drop
- First Time Attendee
- New Purchasers of IBM System Z

- IBM Customers

- Exhibitor Registration Upgrade
- Exhibitor Customer

SHARE in Boston

Anaheim 2012 Registration Reports
Full Week Paid

- Member Individual - Early
- Member Individual - Regular / Onsite

- Member Company - Early
- Member Company - Regular / Onsite

- Non Member - Early
- Non Member - Regular
- Speaker

- IBM Employee

- Passport to Education (Individual)

- Student
- Faculty
- Volunteer
- First Time Attendee

- New Purchasers of IBM System Z
- Telesales Promotional Rate - Early
- IBM Customers

- Exhibitor Registration Upgrade
- Exhibitor Customer

SHARE in Boston

San Francisco Registration Reports
Full Week Paid

- Member Individual - Early
- Member Individual - Regular / Onsite

- Member Company - Early
- Member Company - Regular / Onsite

- Non Member - Early
- Non Member - Regular
- Speaker

- IBM Employee
- IBM zCA/CTP Registration

- Passport to Education (Individual)

- Student
- Faculty
- Volunteer
- First Time Attendee

- New Purchasers of IBM System Z
- Telesales Promotional Rate - Early

- Exhibitor Registration Upgrade
- IBM Customer Strategic Partner (included in sponsorship fee)

Why Full Week Paid is not a "good" number

- Full Week Paid is a partial Cash Flow metric, rather than an attendance metric
- Marketing promotions may not be reflected in Full Week Paid
  - e.g. Does not include "Bring-a-Customer"
- Does not include any partial week attendees, including speaker adding additional days, unused registrations transferred from a prior event
- Is becoming less of a predictor of potential Butts-in-Seats

"Attendee" Attendance Trends
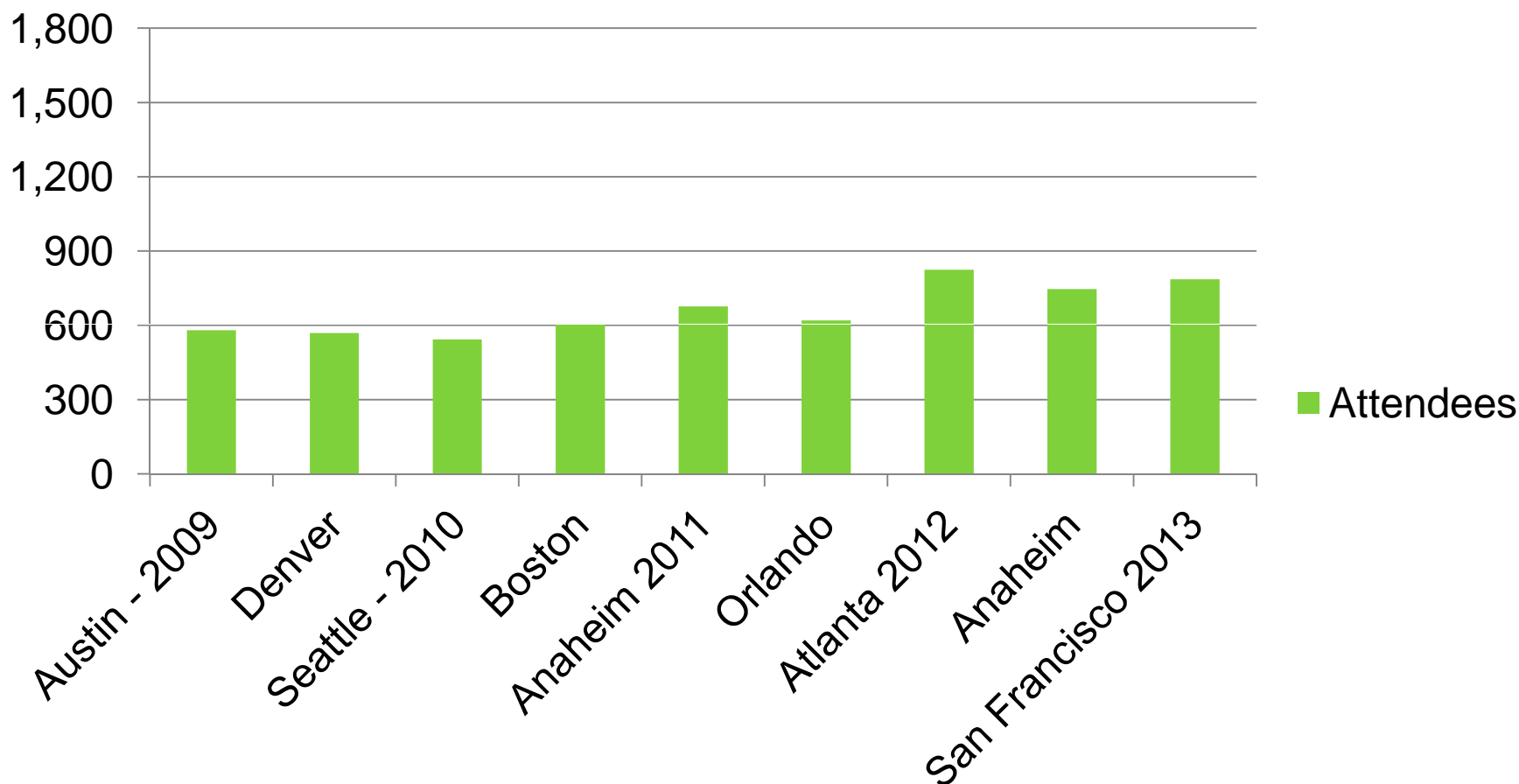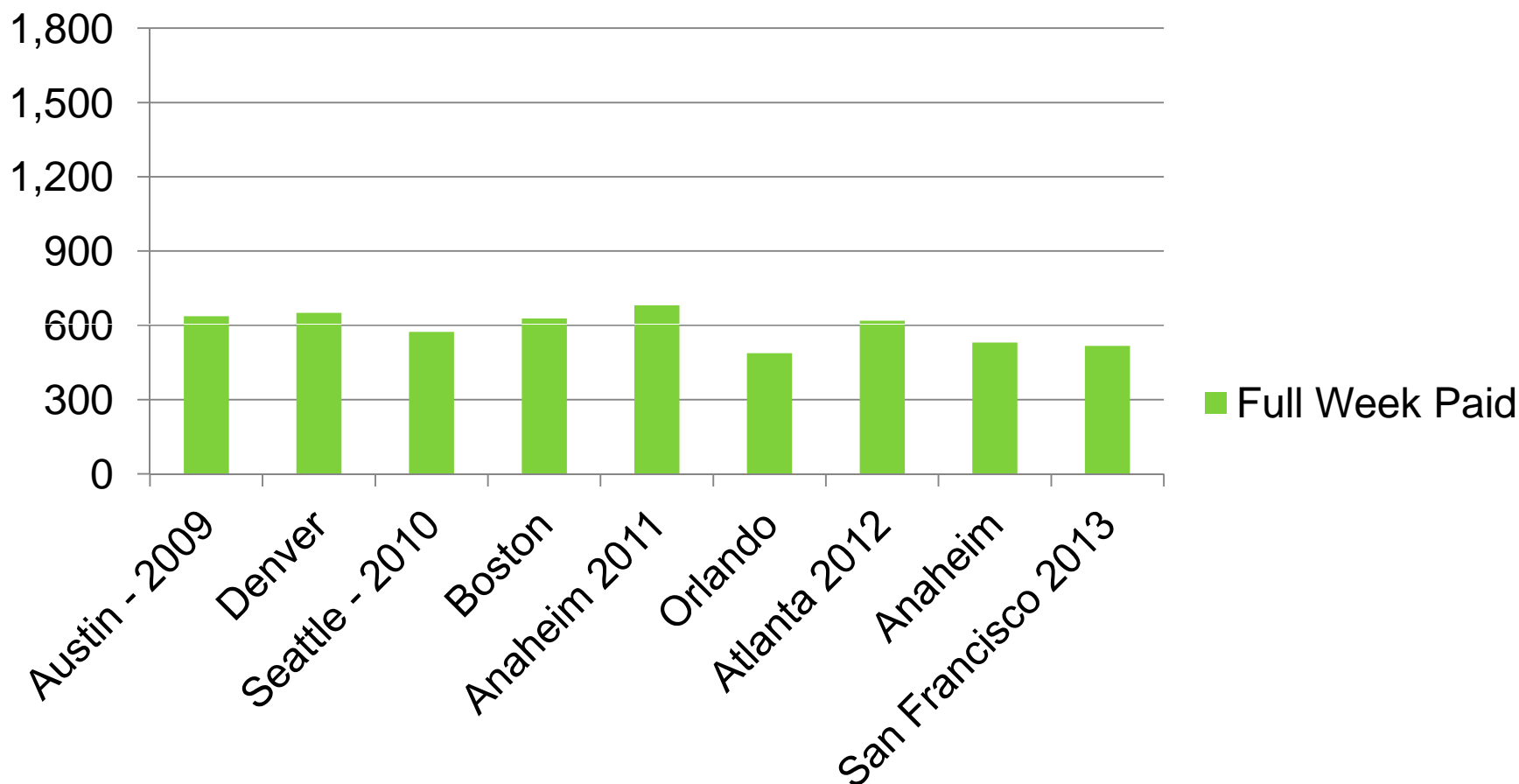
"Total On-Site" Attendance Trends
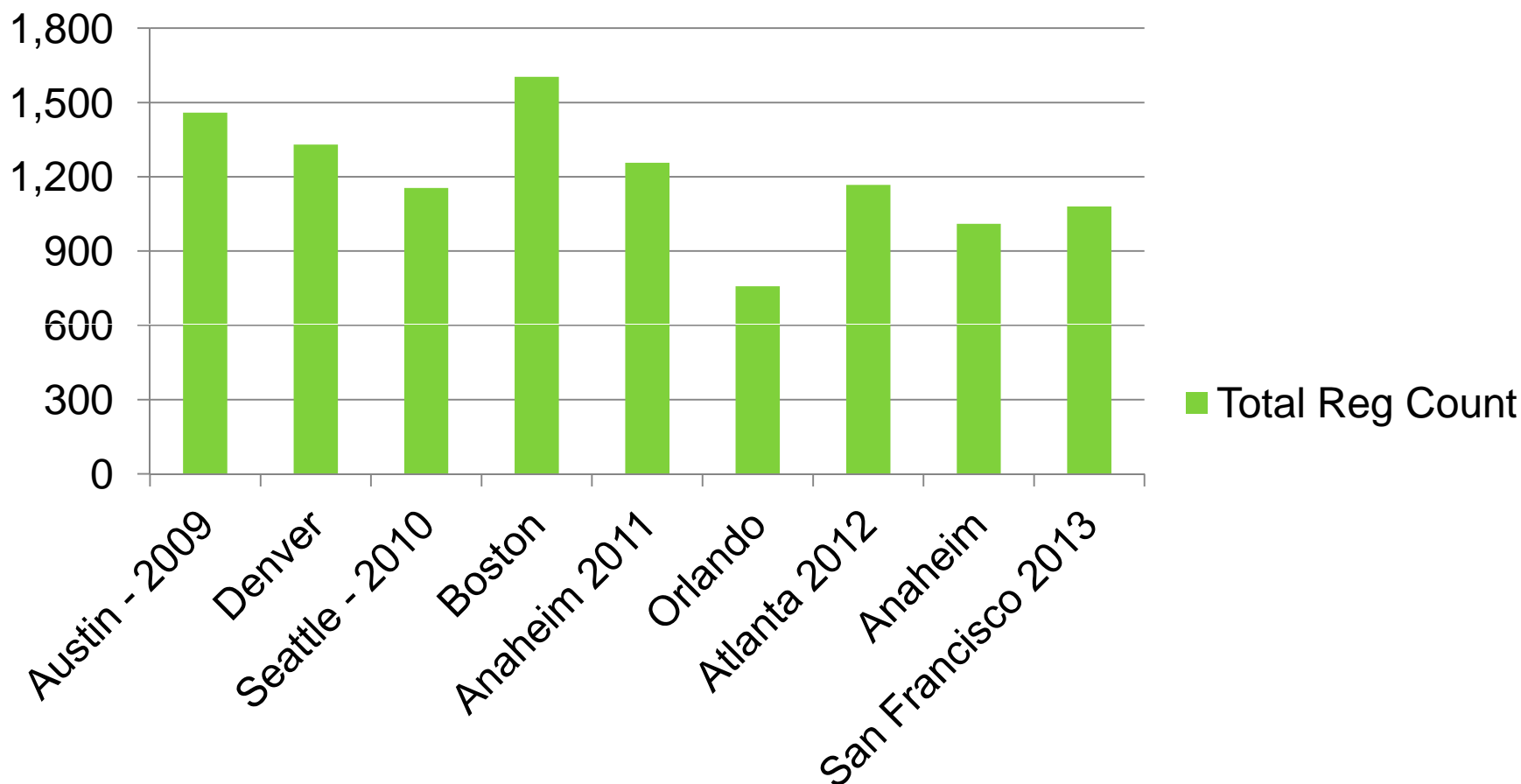
Member Companies

- SHARE's Members are the Companies that send us to Events

- Member Companies metric counts the number of Member Companies at an Event, represented by 1-n attendees.

- This metric helps our STE partners understand the scope of their opportunity to interact with different organizations in our industry

Attendance/Registration Trends
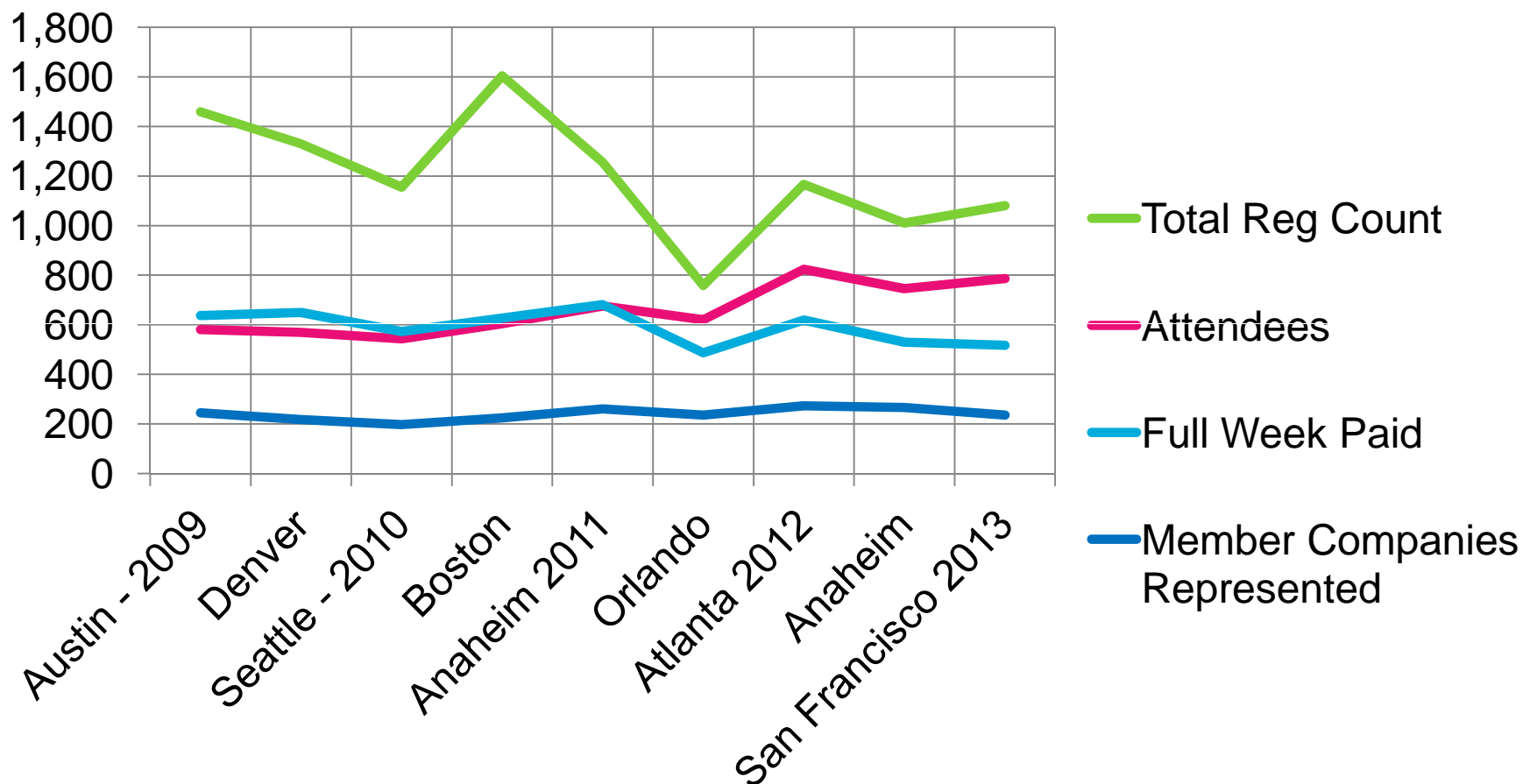
Member Companies Attendance Trends
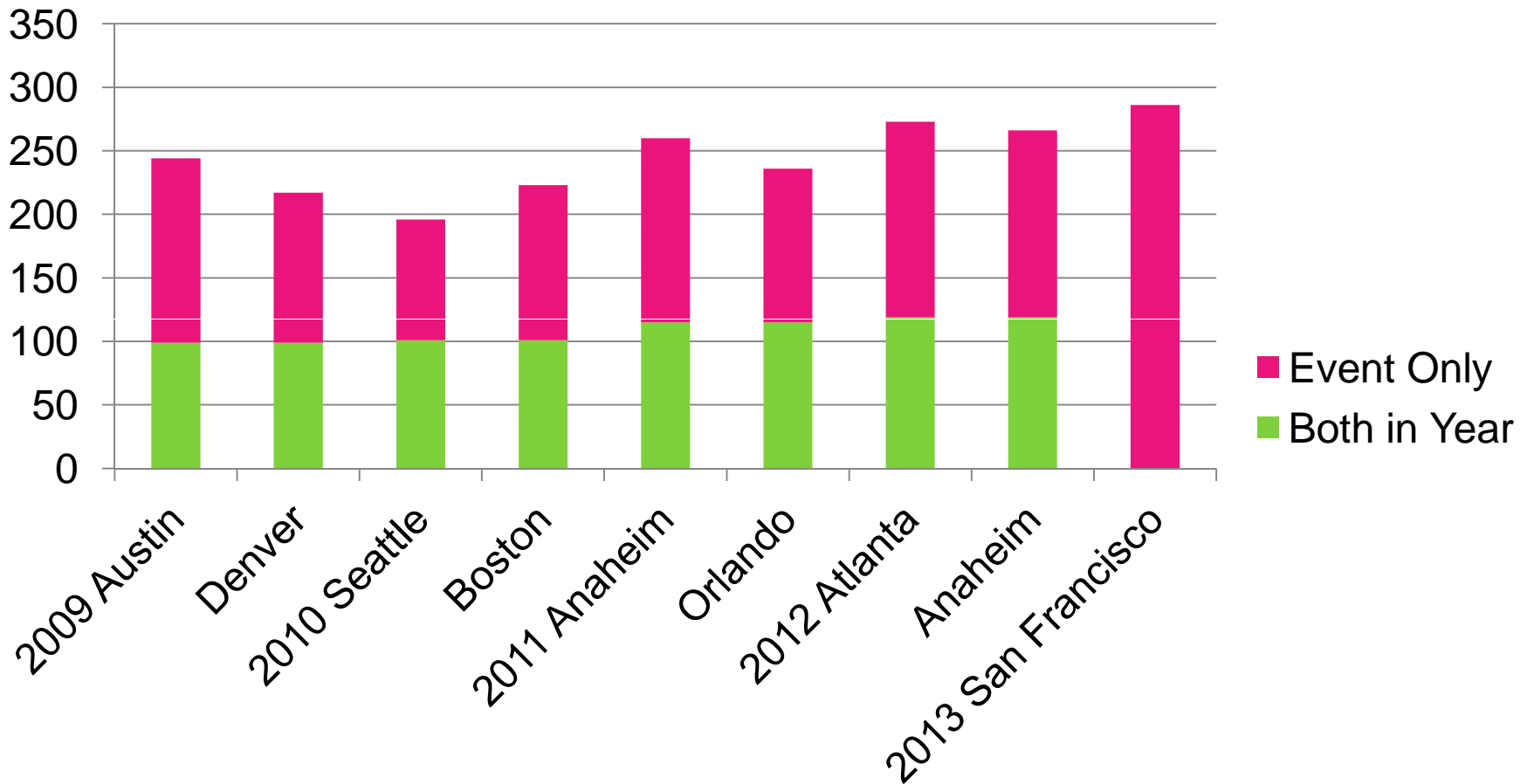
Member Companies by Conference

Complete your sessions evaluation online at SHARE.org/BostonEval

Member Companies by Conference

Complete your sessions evaluation online at SHARE.org/BostonEval

Member Companies by Year

Number Member Companies attending 1 or both Conferences in a Year

Complete your sessions evaluation online at SHARE.org/BostonEval
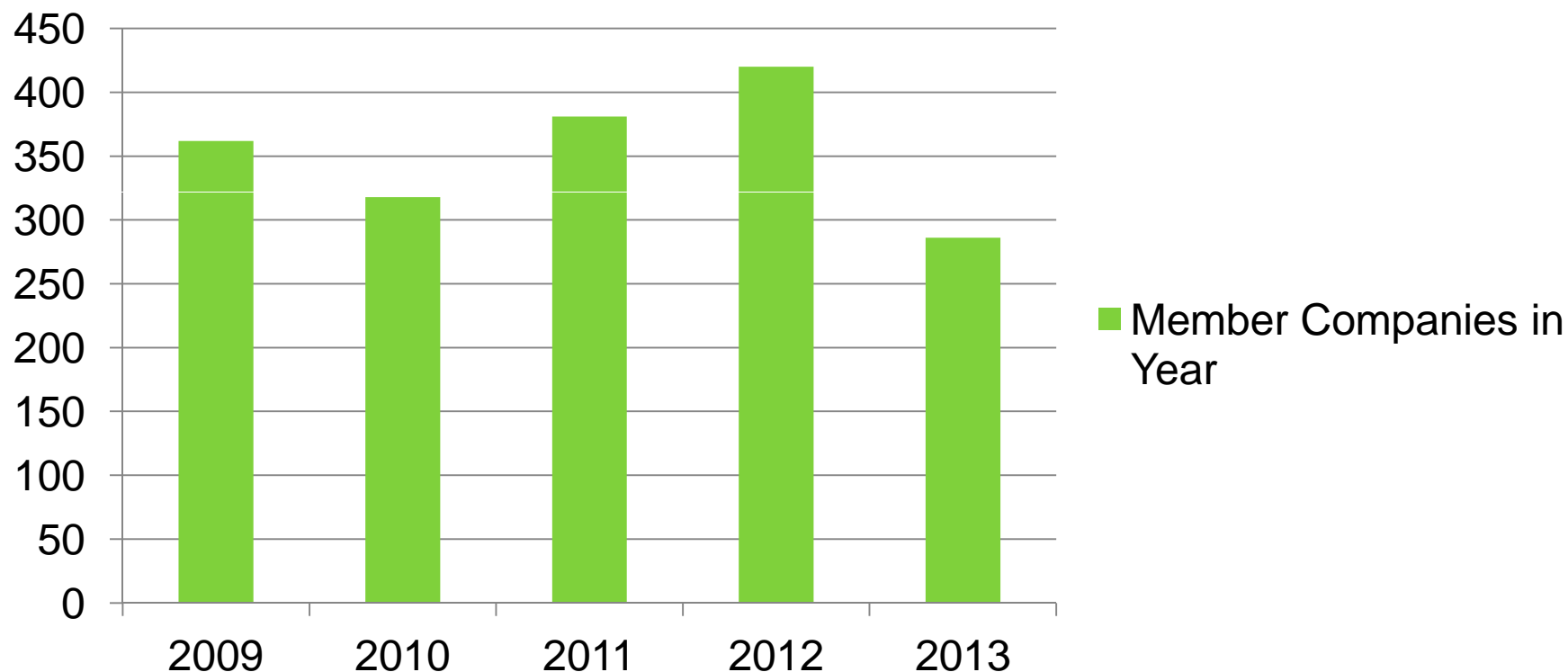
Metrics to be Announced

- One Metric will be "announced" on Sunday
    1. Total Registration Count – Total On-Site

- Four (4) Metrics will be "announced" on Thursday at "Status of SHARE" session
    1. ~~Members – Companies On-Site~~
    2. Attendees
    3. Full Week Paid
    4. Updated Total Registration Count

- "Full Week Paid" will be retired in the future, "Attendees" is a better predictor of BIS

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SHARE
in Boston

Total Registration Count

1,189

As of 10:00am August 11, 2013

Complete your sessions evaluation online at SHARE.org/BostonEval

Harry, thank you for your time!

Complete your sessions evaluation online at SHARE.org/BostonEval

Marketing Updates

Ray Sun

Deputy Director of Marketing

- *Member Survey*
- *ExecuForum*

SHARE Member Needs Study
Understanding What Members Need

- SHARE is investing in understanding our customers

- Last Member Needs study was 2007-08

- Provide a fact base for strategic focus and decision-making to drive growth and value

- Subsequent investments will be in alignment with member needs

Complete your sessions evaluation online at SHARE.org/BostonEval

SHARE Member Needs Study
Status

- Identified *Opinion Research Corporation* as our research partner for this study
- Planning on qualitative and quantitative analysis
- Reaching out to both Loyal and Lapsed segments
- Briefed ORC on SHARE mission and vision, and constituencies
- Built recruiting screening questionnaire and discussion guide
- Ready to begin recruiting for qualitative research

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SHARE in Boston

ExecuForum – Status Review
Background

- If we could bring Decision Makers from our Member companies to SHARE we could:
  - Increase awareness of SHARE among those executives
  - Allow them to see the value their technicians get from SHARE first-hand
  - Potentially make it easier to get technicians approved to attend SHARE
- Decision Makers were previously identified as an adjacent market segment (Foreman Study 2007)
- STE Exhibitors want to talk to Decision Makers

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8/11/2013

ExecuForum – Status Review
Program Design

- We needed unique content to attract Decision Makers
  - Decision Makers will not come for our normal program
  - Target executive IT management, but not CIO level
- A two-day program to minimize time out of the office
- Modest registration fee
  - Intended to offset expenses
  - Assign value to the program
- Content focused on discussion rather than presentation
- Provide an atmosphere that executives expect
  - Opportunities for discussion
  - Meals, refreshments

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8/11/2013

Ray, you are done!

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Volunteer Services Updates

Justin Bastin
Director of Volunteer Services

- *Volunteer Needs Survey*
- *Appreciation Letters*

SHARE
in Boston

- All results received from the Volunteer Survey are anonymous.

- All comments provided will be reviewed and determined if action is needed.

- For the purposes of this meeting we will be reviewing the overall trends from this survey.

Survey Themes

- Financial aspects

- Communication (volunteer, board, SSMT)

- Increase usability of SHARE.org

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Interesting Find…

- Of the 50 respondents of the survey, 82% feel that SHARE should have some kind of volunteer training offered.

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SHARE in Boston

Current & Future Initiatives

- Current
  - Survey (complete)
  - e-Appreciation letters (in-progress)
  - Updating volunteer rosters on SHARE.org (in-progress)

- Future
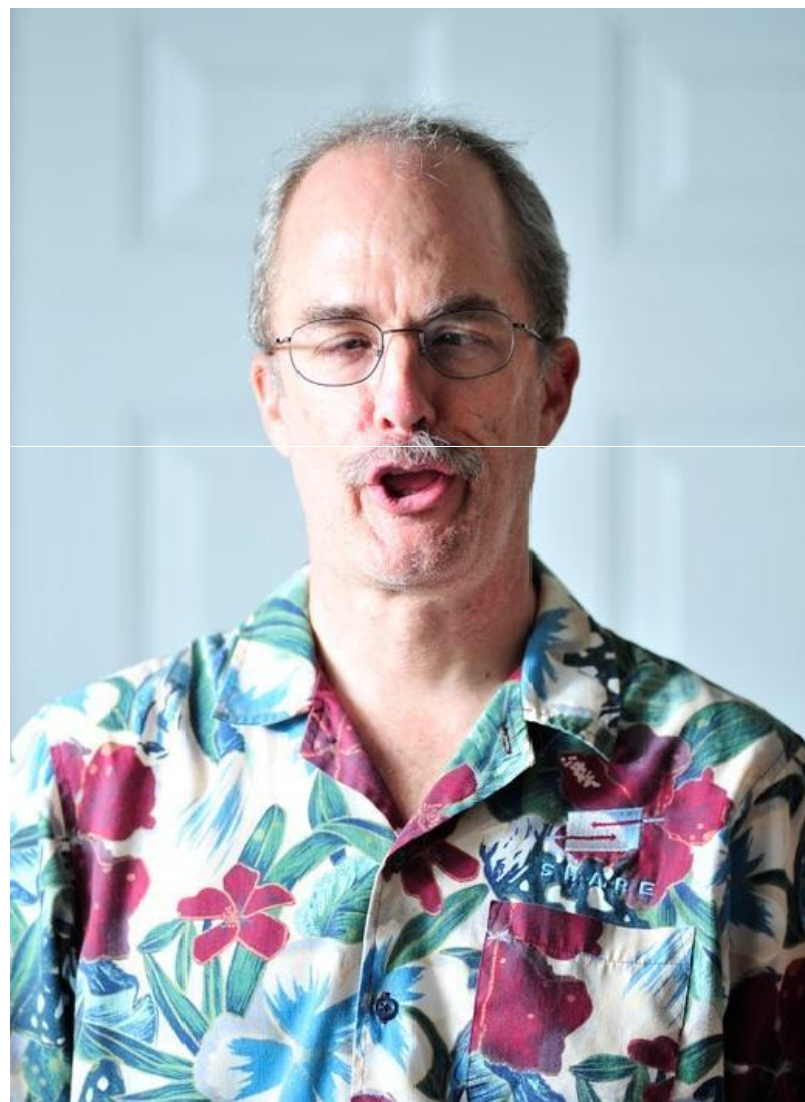 - Action items determined from survey

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Justin, time is up!

A "day of weeks" at SHARE

- SHARE days are l o n g !
- Burnout happens fast
- Prevent this è

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Assignment #1 – Layout of the Day

- We have an opportunity to redesign the layout of the day
- A sister conference offers this – with happy attendees:
  - Sessions 1:15 long with 15min breaks in between
  - 6 session slots per day; 3 in the morning, 3 in the afternoon
    - NO LUNCH sessions – NO SESSIONS after 6:15PM (except a BoF and the receptions)
- Consider alternatives; maybe 1:15 in the morning, 1hr in the afternoon, etc.

- 20 mins to white-board ideas / thoughts
- Quick summary at the end (nominate a speaker)

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SHARE Live!

- Conference sessions broadcast live during conference, and accessible for period of time post-conference. (fee based)

- Monthly live presentations between conferences. (free)

- How is it doing?
    - Early efforts did not draw much of audience.
    - Last 2 SHAREs have seen improved registration and audience.

SHARE Live!

- Purpose:
  - Provide avenue to attend SHARE for those without travel commitment.
  - Increase visibility of SHARE to those who know little about organization. Serve as "entry" into SHARE environment.
  - Establish a year-round presence for SHARE.
- New Strategy for content development:
  - Select sessions around "hot topics" and subjects with broad appeal.
  - Develop sessions to target online audience as well as on-site.
  - Improve audience/speaker interaction during web-cast session.

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in Boston

SHARE Live!

- Current selection process is last minute, and disruptive to established schedules. (Its done at scheduling summit.)
- Does not allow for developing content to attract online audience.
- NEED YOUR HELP!!!!!
  - Solicit content specifically to attract online audience.
  - Identify desirable content earlier in scheduling process.
  - Model potential web-cast schedule before summit

Confex access

- The "old style" login is using in-the-clear ID and passwords
- The current way is to use your email ID and personal password, via SSL
  - You should have received email about this a while back!
- The "old style" will be turned OFF as of **now**
- Links:
  - User Gateway
    - https://share.confex.com/share/121/gateway.cgi
  - User Control Panel (your profile and password)
    - https://share.confex.com/share/usercp.cgi

There's an App for that!

- Announcing the SHARE App – coming soon!
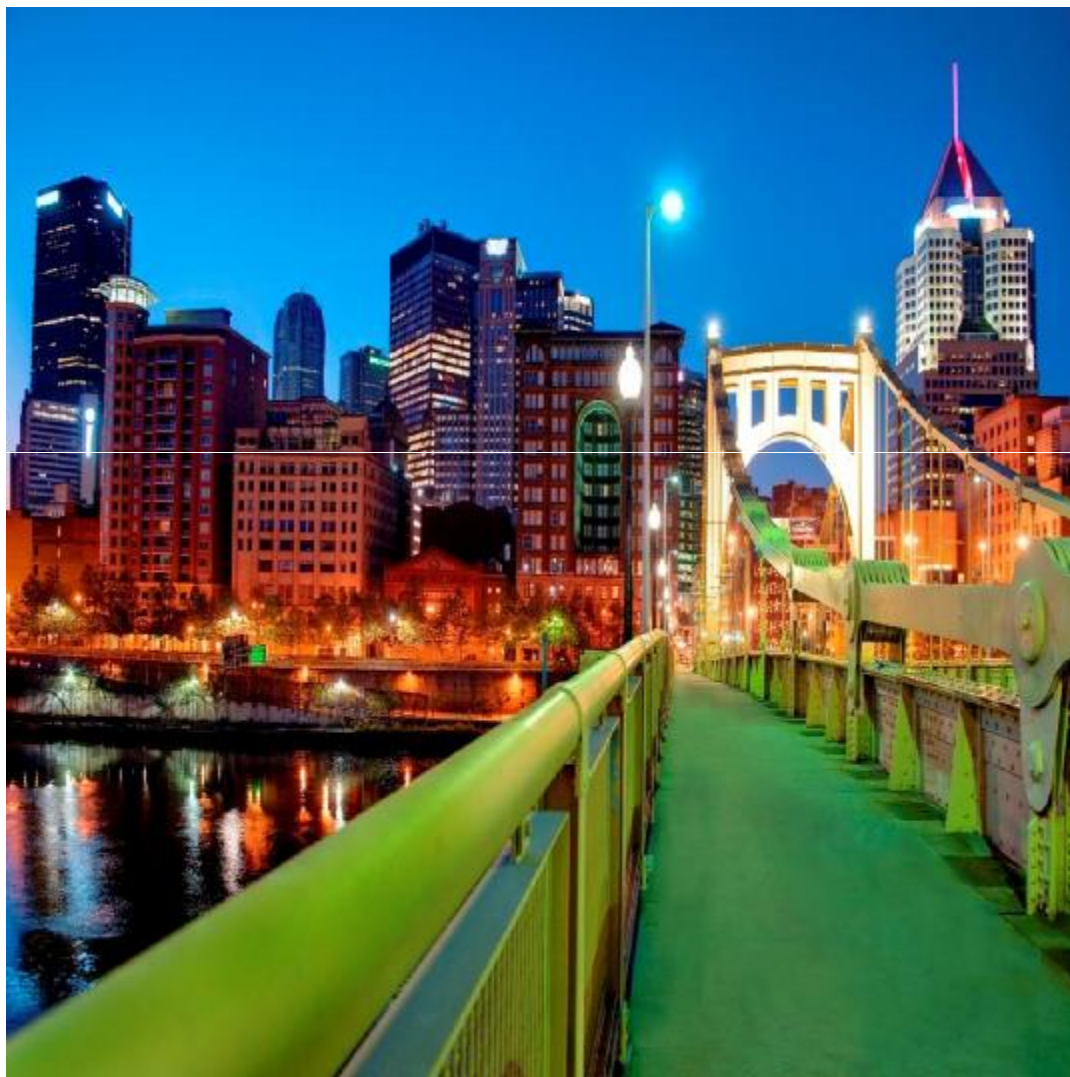 - In negotiations to have a SHARE App that will do cool things…

Finally…

- Anaheim DB is open and Call for Presentations is up!
  - Scheduling Summit April 25/26, 2014 weekend
  - Scheduling production dates will be communicated
  - Conference Theme: SECURITY
- Volunteers for wrap-up articles (paragraphs)
  - See anyone in Conference Operations, Ray Sun or SHARE HQ for questions or to volunteer

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August 3-8, 2014 – Pittsburgh!!

Complete your sessions evaluation online at SHARE.org/BostonEval

Questions/Comments?

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