

ILTA Convention Committee Report, 2020

Miranda Bray, Convention Committee Chairperson

Active Committee Members: Bethany Paden, Kurt Laker, Kathy Riland-Hinton, Justin Cochran, Kristen Gettys, Kathy Hulbert, Mike Poppe, Leslie Wagers, Kyle Sommers, Andrea Ewan, Jennifer O'Boyle

2020 Initial Budget: \$100,000 total

Alexander Contract: \$75,000

Games, entertainment, President's Ball: \$25,000

COVID Revisions to Budget: \$60,000

Alexander contract: Returned (\$75,000)

AVAIL Contract: \$45,000

Bowe Contract: \$5,000

Extras (Keynote Speaker, Cameos, Printing/ mailing) \$10,000

Lowered Registrations for Virtual Convention

	Member	Non-Member
Day one	\$60.00	\$85.00
Day two	\$80.00	\$105.00
Day three	<u>\$60.00</u>	<u>\$85.00</u>
	\$200.00	\$275.00
Full Registration	\$175.00	\$250.00

9/14/20 - 73 Paid Registrants: \$11,695.00

Lowered Sponsorships for Virtual Convention

Diamond - \$1500 (12)

Platinum - \$1000 (2)

Gold - \$500 (1)

TOTAL \$20,700.00

Assuming no additional registrants: Net Loss = (\$6,900.00)

2020 unfolded as a fairly challenging year this year for your Convention Committee.

Pre-COVID, we were all set for a fantastic live convention in Downtown Indianapolis at the Alexander. We had already decided on an 80's theme, and some great ideas were forming to make the August Convention an 80's kid's dream.

Unfortunately, as the virus progressed, the Committee and the Board were faced with a tough decision. Postpone the convention indefinitely? Hold it as planned? Try a virtual platform?

We obviously settled on attempting to provide great CE and CLE virtually. President Laker very deftly extricated us from the contract with the Alexander, and we postponed the date to September to allow for research into the best way to present the virtual content to our members.

The committee decided that the best chance at keeping the quality of the convention high was to enlist the help of professionals. The team at AVAIL worked with your committee, intrepid executive director, and leadership to prepare the best possible convention schedule. We also enlisted the assistance of Bowe Digital to help with marketing the convention and keeping our Members in the loop.

The most challenging part of planning this year was the uncertainty. How many sponsors would warm to the idea of presenting virtually? Would Members still want to attend, even though some of the camaraderie would be missing? How could we make attending more exciting...easier...more flexible?

Unfortunately, as of this writing, our registration numbers are much lower than we had hoped, and much lower than past years. While our costs were also much lower, as we did not have the costs of the venue, hotel and refreshments, our decision to use professional help to organize and launch the convention meant that we needed to shoot for our typical turnout to break even. Even with a great response from our sponsors (THANKS AGAIN!) our convention will likely lose money for the organization this year, barring a huge spike in late registrations.

Here's hoping that with a more healthy Indiana, we will also get to have a healthy turnout for the 2021 convention.

Your 2020 Convention Committee Chair,

Miranda Bray