



The producers of the Imago Midwest Regional Conference want to thank you with the deepest gratitude for attending our party. We appreciate you on so many levels. We thought we would share our own feedback to ourselves (and what was gleaned from the evaluations) as well as our budget. We are putting together a comprehensive sheet for the next group that wants to do this - we learned a lot and want to pass that along.

What really worked:

- **Lunch together** - Breakfast and lunch were included. That had a positive impact on attendees in several ways: it was economical for them; it was a better use of time than having to wait in a restaurant or go off-site; and perhaps most positive of all, it gave attendees a chance to connect with each other which is often an opportunity in short supply.
- **Communologue** as a whole group
- **Affordable price** of conference (and hotel sleeping rooms) It was financially manageable. The sleeping room rate of \$119 and the conference rate of \$299 at most was within the reach of many more people. We used Eventbrite and passed on the cost per ticket back to the participants and no one balked at that.
- **Team Flexibility** - we were quite adaptable most of the time
- **Fabulous keynote and programming** - We had amazing presenters. We had decided to hand-pick talent from each region, as well as a few national and one international (Nimo!). We took a chance by not putting out a call for proposals.
- **We had a clear vision.** Our vision was to inspire, educate and connect. It was not to make or lose money. It had nothing to do with the future or past of IRI. The vision informed everything from our selection of presenters to last minute decisions to spend \$670.44 on cookies, coffee and pop. When we weren't sure what to include or exclude, we came back to our vision. It held us to be true to our highest selves.
- **There was the experience of real equality.** All of us attended every session. (Jill's comments: I heard from multiple people that they loved that format. I think the evaluations reflect that also. One long time conference attendee called me with her feedback. She said that one thing she especially loved was that it felt like all of us were equal peers. She said she used to hate the implicit hierarchy that she noticed when people were asked, "Who has been to 10 conferences? 15? etc." The equality of this conference was also reflected in our decision to not differentiate people's name tags based on whatever status they've had in IRI (faculty, board, etc.). Communologue also reinforced this experience.)

- **We** (aka Lori) **used social media and a website.** Lori's selection of a kick-ass logo and user friendly website along with our Facebook presence was huge. It allowed us all to post, keep up with registrations, send out inviting emails, and provide a place for participants to connect, post pictures and enjoy.
- **It was shorter than most conferences.** For many people, even those traveling from a distance, the 2 day format really worked for them. Future conferences might suggest the opportunity for faculty or others to piggyback onto time before or after the conference, totally independent of the conference itself. We offered that to some of the faculty, but they declined which was fine.
- **It was in a wonderful and accessible location.** Chicago, near O'Hare. Free shuttles to and from the airport. Plenty of things for people to do on their own before or after the conference in a beautiful city, which many did. 'Nuff said.
- **We appreciated and honored the presenters, us, and our partners.** We gifted the presenters, ourselves, and our partners the registration fee and treated the presenters to gift bags and a dinner the night before the conference. We took care of ourselves.
- **We offered CEU's.** Based on how many people bought them, this seemed like an important consideration.
- **We were a fantastic and dedicated team.** Yup. Each of us brought different strengths and different limitations. We met weekly. We were flexible and nimble on our feet. We divided up the tasks. We brought out the best in each other.
- **Loved the 'all-together' schedule!**
- **Loved Nimo - Having someone who inspires was inspired!**
- **The music blasting out at each break was great** - carried the energy from one presenter/ activity to the next.
- **We had vendors** - just the three felt right, and they were a good balanced offering.
- **The raffle, the tossed out shirts, and the silent auction were fun!**

What we wish was different:

- We wish we would have ended on time. We are deeply sorry for those driving or catching flights that we didn't adhere to the time.
- We wish we didn't run out of soup on Friday.
- We wish we had lighting for the stage (and found out after the event the hotel could have provided that for us - darn).
- We wish we could have provided coffee all day both days (and more chocolate!).
- We wish there had been better sound checks (the speakers were not pointed correctly, therefore the presenters could hear themselves quite well but the audience could not).
- We wish we would have scheduled slightly longer breaks and given some presenters a bit more time.
- We wish we would have charged about \$20-30 more per person so we didn't have to sell so much during the conference.
- We wish we would have recorded the whole thing informally so we as a team could actually hear all the pieces we missed!
- We wish we would have had a better system for all of you who wanted to volunteer.
- Consider dropping the panel idea, unless it was more highly structured. Perhaps substitute Q and A with the keynoter. The positive side of the panel is it gave us some flexibility in the time table.

- Make sure every presenter is aware of the vision/theme and works within that. Be clearer with presenters about what we're looking for.
- Advanced courses would likely be appreciated. If the faculty wants to set them up in conjunction, and on their/our own before or after.
- Meetings, too, as the Board set up before and after the conference.
- Give the hotel a heads up to increase restaurant staff for dinners.
- It was suggested that the Communologue take place earlier in the schedule as it established a strong sense of connection.

In an effort of transparency and to educate those that might want to take this on next time, our budget is listed below. We ended up \$295.86 in the hole. The three regions, Chicago, Michigan, and Indiana, agreed at the outset that we would share any losses should the conference totally tank so losing only ~\$296 is a big win for us. We greatly appreciate your generosity in buying raffle tickets, buying up the silent auction, and the outright donations. Without your generosity, we would have been much further from the goal of breaking even. For that, we thank you.

Here's a brief overview of the budget.

<b>Overview</b>	
Hotel	\$18,499.19
Presenters	\$8,143.17
Folders,handouts,etc	\$1,986.50
<b>EXPENSES</b>	<b>\$28,628.86</b>
Registrations	\$23,901.00
Auction	\$2,370.00
Hat	\$284.00
Donations	\$200.00
Raffle	\$790.00
Vendor fees	\$300.00
Pins	\$488.00
<b>INCOME</b>	<b>\$28,333.00</b>
<b>difference</b>	<b>-\$295.86</b>

Here's a more specific breakdown of the Hotel and AV costs: The hotel did comp the stage on Day 1 to make up for not having enough soup at lunch on Friday. That was generous of them.

<b>FOOD</b>				
		service fee	tax	total
Fri Breakfast	\$1,900.00	\$418.00	\$209.00	\$2,527.00
Fri Lunch	\$2,825.00	\$621.50	\$310.75	\$3,757.25
Sat Breakfast	\$1,900.00	\$418.00	\$209.00	\$2,527.00
Sat Lunch	\$2,825.00	\$621.50	\$310.75	\$3,757.25
Fri snack	\$409.00	\$89.98	\$44.99	\$543.97
Sat snack	\$604.00	\$132.88	\$66.44	\$803.32
<b>HOTEL FOOD TOTALS</b>	<b>\$10,463.00</b>	<b>\$2,301.86</b>	<b>\$1,150.93</b>	<b>\$13,915.79</b>

<b>AV</b>						
<b>AV</b>	DAY 1	service fee	tax	DAY2	service fee	tax
4 lav mics	\$480.00	\$105.60	\$48.00	\$480.00	\$105.60	\$48.00
2 handheld mics	\$240.00	\$52.80	\$24.00	\$240.00	\$52.80	\$24.00
screen	\$75.00	\$16.50	\$7.50	\$75.00	\$16.50	\$7.50
projector	\$250.00	\$55.00	\$25.00	\$250.00	\$55.00	\$25.00
mixer	\$90.00	\$19.80	\$9.00	\$90.00	\$19.80	\$9.00
speakers	\$150.00	\$33.00	\$15.00	\$150.00	\$33.00	\$15.00
direct box	\$25.00	\$5.50	\$2.50	\$25.00	\$5.50	\$2.50
stage		\$ -	\$ -	\$400.00		
extension cords	We brought our own rather than paying \$20 per cord					\$ -
set up	\$450.00					
tech on site	\$275.00					

AV						
	\$2,035.00	\$288.20	\$131.00	\$1,710.00	\$288.20	\$131.00
		<b>DAY 1 TOTAL</b>	<b>\$2,454.20</b>		<b>DAY 2 TOTAL</b>	<b>\$2,129.20</b>
					<b>AV TOTAL</b>	<b>\$4,583.40</b>

Still basking in the glow,  
 Your conference committee...  
 Kim DiNunzio  
 Jill Fein Baker  
 Marcia Ferstenfeld  
 Lori Karch  
 Carla Trusty-Smith