



TOLLING. MOVING SMARTER.

## 2015 Conference Planning Meeting

### Agenda

#### WHEN

Friday, July 18, 2014

#### TIME

8:00 a.m. – 4:30 p.m.

#### WHERE

Hilton San Diego  
Bayfront  
One Park Boulevard  
San Diego, CA 92101

#### STAFF CONTACT

Kathleen Davis  
[kdavis@ibtta.org](mailto:kdavis@ibtta.org)

- |            |  |
|------------|--|
| 8:00 a.m.  | Breakfast  |
| 9:00 a.m.  | Opening remarks. Review goals for the day, resources and process.  |
| 9:30 a.m.  | Review meeting surveys and related feedback. What do we know about our delegates and how they respond to our conferences?  |
| 10:00 a.m. | Begin brainstorming and discussion of hot topics that could be featured in 2015 conferences.   |
| 10:45 a.m. | Break  |
| 11:00 a.m. | Reassemble into conference planning groups and begin to prepare a "meeting profile" for each conference to include: (1) about the meeting; (2) main topics; (3) who should attend; (4) partners and (new) audiences. |
| 12:00 p.m. | Lunch Break  |
| 1:00 pm.   | Continue to prepare "meeting profiles" in conference planning groups.  |
| 2:00 p.m.  | Reconvene into large group to report out the "meeting profile" of each conference.   |
| 2:30 p.m.  | Break  |
| 2:45 p.m.  | What every Chief Meeting Organizer (CMO), session organizer, moderator and content leaders needs to know. Practical exercises to help every participant be successful before, during and after a conference.         |
| 4:00 p.m.  | Next Steps: briefing and discussion of what happens in the months ahead to prepare for each conference.  |
| 4:30 p.m.  | Adjourn  |
| 5:00 p.m.  | Optional Reception   |