

**2015 Summer Forum _Programs Committee Call
November 12, 2014 at 1:30pm**

Committee members

Attend ed	Committee Members (continued engagement)	SF Committee Focus	Organization	Email/Phone	Collaborate
Yes	Adele Dietrich	Program Planning-chair	Arizona Community Foundation	ADietrich@azfoundation.org 602-682-2025	Monthly Meetings
No	Russ Goldstein	PGRTAZ President	US Trust Bank of America	Russell.goldstein@ustrust.com 602-523-2924	Board
Yes	Peter Leifer	PGRTAZ Program Committee Representative	ValuesQuest	peter@valuesquest.com 602-765-2224	Monthly Meetings
		Program Planning – vice chair			Monthly meetings
Yes	Chris Sar	Program Planning	Phoenix Children’s Hospital Fdtn	csar@phoenixchildrens.com 602-933-2678/480-620-6785	Monthly meetings
Yes	Mallary Tytel	Program Planning	Healthy Workplaces	mallary@simplevaluesfoundation.org 860-874-7137	Monthly meetings
Yes	Monica Malhotra	Program Planning		mmalhotra@suffolk.edu	Monthly meetings

Link to a recording of the call:

http://apps.calliflower.com/recording/download/63245?rec_key=5d8e0830b2710c80c0370e33778e17be7027eafa

Please refer to the recording of the call for detailed discussion. These notes are meant to capture mostly action items and highlighted matters of discussion for taking action.

Responsible Party	Action Item	Target Due Date
All	Review proposed agenda for the day and provide feedback/suggestions as applicable	12/02/2014
Stephanie	Incorporate a “which sessions are you most likely to attend” field in the registration process	12/02/2014
Adele	Reach out to PGRTAZ board to secure board members for the closing plenary presentation	12/02/2014
All	Collaboratively draft/agree upon track content descriptions	12/02/2014

1:30pm: Adele called the meeting to order. An opening Round was conducted.

Overall timing of the day

- o Longer breaks for networking preferred
- Event begin and end time/proposed agenda for the day

7:30am-8am: Registration
8am-8:45am: Breakfast
8:45am-9:15am: Community lounge/networking/break
9:15am-10:30am: Breakouts
10:30am-11am: Community lounge/networking/break
11am-12:15pm: Breakouts
12:30pm-1:30pm: Lunch
1:30pm-2pm: Community lounge/networking/break
2pm-3:15pm: Breakouts
3:15pm-5:00pm: Closing/reception (3:30-3:45 shout outs, etc)

All favored the proposed agenda for the day and all were encouraged to give it a bit more thought and provide feedback/suggestions in an effort to confirm.

Breakfast plenary:

All favored an inspirational speaker to kick off the day.

Closing plenary

All were in favor of having PGRTAZ board members present on reflections of the day, PGRTAZ mission and vision, and inspiring take aways.

There was a desire from the 2014 SF to have the closing plenary located outside of the community lounge.

Speaker communications

The learner centric effort will be emphasized with the speakers at the onset of reaching out to potential speakers, confirming them, and following up with them.

Clear communications with speakers for presentation expectations is needed.

Logistics to make for comfortable learning atmosphere

The number of attendees in each session needs to be defined for determining the size of the presentation room for each session. This will be facilitated through registration with a field to capture which sessions each attendee are most likely to attend.

Planned Giving 101 track

2014 SF feedback noted a desire for a planned giving 101 track. All favored this idea.

Track descriptions

There is a need for clear and concise track content descriptions. This will allow attendees to know exactly the type/level of content provided in each track to help them select the appropriate sessions.

2014 presentations lacked focus on the overall event theme

It was agreed to omit the narrow theme focus and implement a broad theme.

Most 2014 attendees were non-profit staff

The committee will strive to broaden the speaker/presentations to be of value to professional advisors, non profits, etc. equally.

Speaker/program suggestions

- Number of tracks/content for each track: It was agreed to offer three tracks.
 - Some of the suggested tracks: Planned giving 101, professional advisors in philanthropy, BOD chairs and executive directs.
- Duplicate presentations: It was agreed to duplicate 1-2 of the sessions.
- Hot topics: All were in favor of gathering a list of current hot topics for committee review
- Speaker suggestions: All were encouraged to think about and provide speaker suggestions

Next Meeting: December 2, 2014 at 8:30 in person at The Henry

Target Dates

Sponsor renewal invites out	10/27/14	Done		Standard Registration Ends	5/29/15	
Board basic OK: budget/goals	11/13/14			Assemble Conf Book Name Tags/Flash Drives	6/2/15	
Budget/Goals: Committee OK	11/14/14	Done		Community Lounge Materials at PCC	6/2/15	
Begin work on look/feel graphic options	11/14/14			Summer Forum	6/3/15	
Mass Sponsorship Appeal out	12/1/14			Committee De Brief	6/19/15	
Save the Date Notice posted to website and ready to go to print	12/19/14					
Best Possible Visibility and PR	12/15/14-1/31/15					
Coordinated sponsorship follow up	1/5/15-1/31/15					
Settle on program topics/list of headliners	1/16/15					
All Speakers desired INVITED	1/23/15					
Headliners; breakout speakers Booked and confirmed	1/31/15					
Outreach invite to Collaborators for 2014	2/2/15					
Confirm Collaborators: start Press Releases	2/13/15					
Bundled Registration Opens	3/2/15					
Early Bird Opens	3/2/15					
Deadline for Ads and all other proceedings book content	5/8/15					
All proceedings book content to graphic designer for layout	5/11/15					
Early Bird Closes	5/15/15					
Standard Reg. Opens	5/16/15					
Proceeding Book to Printer	5/18/15					
Final Speaker Outlines Turned In	5/20/15					
Speaker Flash Drives ordered	5/22/15					