



# WHY IS THE 2020 ITA ANNUAL EDUCATIONAL CONFERENCE GOING TO BE VIRTUAL?

*The Board of the Indiana Township Association considered the following when making this determination.*

## RECENT SURVEY RESULTS

The recent survey of members and regular conference attendees showed approximately 30% would not attend the 2020 conference in person in light of COVID19.

## TYPICAL/PAST CONFERENCE EXPENSES

- The 2019 total conference attendees: 467
  - o Costs to the ITA: \$119,663 which included:
    - Audio/Visual equipment \$15,000+
    - Printing, supplies, Speaker fees and other expenses: \$16,000
    - Food & Beverage: \$78,573
  - o Income was \$113,752 (\$18,250 from sponsorships & vendors)
  - o Remainder was paid from the ITA's cash balance

## A "SCALED-BACK" CONFERENCE PLAN

- A "bare-bones" conference would have the following costs and considerations
  - o Food & Beverage Contract Minimum of \$46,250 ( this would equate to an extreme reduction in number of meals/refreshments per attendee)
  - o Audio/visual \$12,000
  - o Printing, supplies, other expenses \$8000
  - o No possibility of social distancing in break-outs/general sessions
  - o Assumptions – if not met, the costs would be borne by the ITA
    - All contracted rooms are sold (\$66,790 - ITA financially responsible for unsold rooms)
    - Meeting space rental is waived (Contract requires minimum rooms/food/beverage sales)
    - 350 people register (75% of 2019 attendees)
    - There is no surge of COVID19 which would potentially cancel event by order of the State OR require social distancing

## OTHER ITEMS THAT WERE CONSIDERED

- Sheraton Hotel agreed to release ITA from the 2020 contract with the signing of 2021 & 2022
- Financial risk based upon the contract requirements and likely reduction of attendees.
- Scaled back Conference option would still expose financial risk
- Ability to provide educational opportunities via the internet

## VIRTUAL CONFERENCE WILL INCLUDE:

- o Hiring a professional firm for the technical end of a virtual conference. (cost: approx. \$25,000)
- o Opportunities to network with others during the conference
- o Involvement and ability of Vendors/sponsors to connect with attendees
- o Q&A sessions following class presentations
- o Live general session(s) for all registered attendees
- o Recordings of presentations for future use
- o Working with library association for local options primarily in areas of poor broadband/internet