

TO: Executive Board

RE: Conference Services

ACTION REQUESTED/INFORMATION/REPORT:
Information

ACTION REQUESTED BY:
Robin Kear – Chair, Conference Committee
Earla Jones – Director, Conference Services

CONTACT PERSON:
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DRAFT OF MOTION:
N/A

DATE: 3/24/21

BACKGROUND:
2021 Virtual Annual Conference & Exhibition
LibLearnX: The Library Learning Experience
LibLearnX future dates and locations

ATTACHMENTS:

2021 VIRTUAL ANNUAL CONFERENCE & EXHIBITION

On March 1, 2021, Conference Services launched registration, marketing, and promotion for the annual conference. The conference will be produced in a virtual format with a target of 9,100 registrants. The event highlights will include:

- Educational Programming
- Discussion Groups
- News You Can Use
- Author/Speaker presentations
- The Library Marketplace: Exhibitors, Stages & Resources
- Live Chat opportunities

Marketing Strategy

Based on the MW Virtual marketing debriefs from Conference Services, Conference Committee and the Communications and Marketing Office (CMO), it has been determined the best key strategies to reach the registration goal are:

- A greater emphasis given to all promotion (social media, website, ads), ALL pointing to the website. The website will be the driving piece of our marketing efforts. Consistently updated with new content and offering comprehensive and segmented language on new landing pages.
- Looking into new design choices to create a stronger and more compelling website. Examples: adding testimonies, more images, interactive components like Click to Tweet links, etc.
- There are 16 weeks of promotion. During that time, we expect to distribute approx. 30-35 eblasts. This will include 9-12 to our large "general" list with the remaining sent to various segment groups (Students, International, Library Directors, Members Only, First-Timers, etc.)
- Currently looking into building our prospects lists with booksellers, schools, and more.
- More "buzz" on social media. Posts will be a mix between "informational" and "call to action", (ex: "This session is so important for public school libraries, be sure to let your associates know"). The goal is to encourage people to share information with friends and associates.
- Heavy focus on 3rd party promotion. Extremely important this time that everyone promote the event (i.e., ALA Staff, Associations, Board, Committees, Divisions, Speakers, Exhibitors, and even Registrants).
- Promotion partnership invitation from Conference Committee Chair to local libraries and affiliate associations.
- Online Advertising - CMO has invested in a marketing platform called Feathr for online advertising (websites & social media (Facebook, etc.)). Part of the user account will include what Feathr refers to as the "implementation" process, where based on the data provided to them, they will create the entire digital ad strategy campaign for ALA and guide us through the process. They'll also create all of the digital graphics and set up the ad space. CMO is also using a percentage of the Google Ad Grant to direct online keyword searches directly to the Annual Conference website.

Registration as of 3.24.21

2021 Annual	March 5 2021 16 Weeks	March 24 13 Weeks	Income to Date
ALA Members - \$179/\$205	173	565	\$ 95,284
Other Members - \$99/\$115	39	103	\$ 10,149
NonMembers - \$249/\$285	31	86	\$ 7,719
Student Members - \$50/\$59	34	97	\$ 4,850
Total:	277	851	
Marketplace Only - \$69/\$79	10	21	\$ 1,380
Furloughs - \$0	41	67	\$ -
VIPs/Comps - \$0	19	68	
Speakers - \$0	0	2	\$ -
Speakers - \$75	9	41	\$ 3,075
Staff - \$0	55	64	
Press - \$0	0	0	
Exhibit Staff	8	27	\$ -
Rollover funds - Varying rates		293	\$ -
Total:	142	583	
TOTAL REGISTRATIONS:	419	1434	
Total Projected Income			\$ 1,627,000
TOTAL REG INCOME			\$ 122,457
Percentage of Budget			8%
Percentage of Anticipated Attendance			16%
Carbon Offsets	27	65	\$ 260
21st Century Donations	21	54	\$ 1,355

Exhibits/Sponsorships as of 3.24.21

Sales Summary	Number	Revenue		
Standard Booths	68	\$68,000.00	Total exhibitors	102
Bookshelf Listings	2	\$600.00	Exhibitor Sessions	48
Artist Alley	1	\$300.00	Library Champions	2
Upgraded Booths	16	\$30,400.00		
Library Champion Booths	2	\$1,800.00		
Comp Booths	0	\$-		
Sponsorships	13	\$79,500.00		
Conference Slides	2	\$1,850.00		
Exhibitor Sessions	22	\$14,850.00		
Exhibitor Sessions included in packages	26	\$-		
Total		\$197,300.00		
Percentage to Budget		65%		

LibLearnX: The Library Learning Experience

On January 25, 2021, Conference Services launched the website for LibLearnX: The Library Learning Experience (LLX), taking place in San Antonio, January 21-24, 2022. The conference will be produced in a hybrid format with a target of 3,000 registrants. The event highlights will include:

- **Education**
LibLearnX will offer innovative session design concepts on the program to help you learn, network, and find solutions. Participants can expect a combination of different formats geared toward higher-level education conversation, hands-on interaction, and trend-scanning information.
- **LLX Marketplace: Exhibits and Ideas Xchange**
An engagement proving ground - designed for creative collaboration and interactive learning within an exhibit space. Prepare for meaningful education and networking with exhibitors that provide the newest titles, engaging authors, leading technology, and core services to ALA members. Explore the LLX Marketplace to develop new connections, strengthen existing relationships, and participate in the workshops and activations. You will be sure to walk away resources, practical knowledge, and inspiration!
- **ALA Gives Back**
A special opportunity service initiative to give back to the local community. This is a rewarding enhancement to any conference experience. Preregistration is required and travel arrangements must be made to arrive in San Antonio by the morning of Friday, January 21. Space is limited. More information to come.
- **Book & Media Awards**
Annually, the year's best in fiction, nonfiction, poetry, audiobook narration, reference materials and more, are hand-picked by our expert selection committees that work closely with adult readers. Their tireless efforts narrow down hundreds of finalists to curate the highly regarded "Best of" lists used by librarians, publishers, and booksellers nationwide.
- **RUSA Book and Media Awards Logo**
Also announced at this event are the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction which recognizes the best fiction and nonfiction books for adult readers published in the U.S. in the previous year and serves as a guide to help adults select quality reading material. These annual awards reflect the expert judgment and insight of library professionals who work closely with adult readers.
- **I Love My Librarian Awards**
Each year, the I Love My Librarian Award invites library users to recognize the accomplishments of exceptional public, school, college, community college, or university librarians. Ten librarians are selected in recognition of their outstanding public service.
- **LLX Studio**
A hybrid presentation model will give speakers the opportunity to present virtually without the limitation of space, time, or location. This offers a hybrid learning experience for in-person attendees and allows for a cohesive learning experience for virtual registrants.
- **Youth Media Awards**
Each year the American Library Association honors books, videos, and other outstanding materials for children and teens. Recognized worldwide for the high quality they represent, the ALA Youth Media Awards, including the prestigious Newbery, Caldecott, Printz, and Coretta

Scott King Book Awards, guide parents, educators, librarians, and others in selecting the best materials for youth.

LLX Subcommittee

In March 2021, the ALA Executive Board has recently approved the creation of a temporary LibLearnX Subcommittee (a Subcommittee of the ALA Conference Committee) to oversee the program review for this new experience. Attached is a description of the subcommittee and the commitment required. The Conference Committee Chair is soliciting the membership for volunteers and recommendations based on the following criteria:

Committed, innovative, and energetic members who:

- Have knowledge of emerging trends affecting the library profession as well as meaningful and important innovations and activities happening within the profession
- Are excited about creative and revolutionary approaches while having the experience to adequately determine the feasibility of adopting and incorporating new learning formats
- Have the ability to identify proposals that reflect field best practices, have clear learning objectives, and focus on applicable content, instructional design, and diverse audiences
- Have knowledge of and be able to identify topical areas such as Equity, Diversity & Inclusion, The Future of Libraries, Readers Advisory, Professional Development, and Human Resources
- Have experience working with or being included in one or more target market areas: Past ALA Conference attendees, ALA-APA members, Library Directors, New LIS Managers, Early Career LIS Professionals, International library workers – specifically Canada, Members who have not previously attended Annual Conferences, or local library workers, educators, members within 200 miles of LLX location

Future Dates and Locations

Recommendation to secure a five-year site commitment for LibLearnX to evaluate the conference conceptually and financially on a continual basis. (e.g., secure 2027 no earlier than 2023)

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| 2022 | LibLearnX, San Antonio, TX: January 21-25, 2022
Annual Conference, Washington, DC: June 23-28, 2022 |
| 2023 | LibLearnX, New Orleans, LA: January 27-31, 2023
Annual Conference, Chicago, IL: June 22-27, 2023 |
| 2024 | LibLearnX – Location/Date TBD
Annual Conference, San Diego, CA: June 27 - July 2, 2024 |
| 2025 | LibLearnX – Location/Date TBD
Annual Conference, Philadelphia, PA: June 26 - July 1, 2025 |
| 2026 | LibLearnX – Location/Date TBD
Annual Conference, Chicago, IL: June 25-30, 2026 |