

TO: Executive Board

RE: Conference Services

ACTION REQUESTED/INFORMATION/REPORT:
Information

ACTION REQUESTED BY:

CONTACT PERSON:

Earla J. Jones, MS, CMP
Director, Conference Services
312-280-3226 (office)
ejones@ala.org

Robin Kear
Chair, ALA Conference Committee
412-648-7728 (office)
rlk25@pitt.edu

DRAFT OF MOTION:

N/A

DATE: July 1, 2021

BACKGROUND:

2021 ALA Annual Conference & Exhibition

ATTACHMENTS:

2021 VIRTUAL ANNUAL CONFERENCE & EXHIBITION

On March 1, 2021, Conference Services launched registration, marketing, and promotion for the annual conference. The official dates are June 23-29, 2021. The conference will be produced in a virtual format with a target of 9,100 registrants. The event highlights include:

- 70 Discussion Groups, 4 On Demand Sessions, 9 Chair Programs, 17 President Programs, 117 Other Live Events (including committee meetings, author events, networking, and social events).

AASL – 7	ALSC – 6	RUSA – 24
ACRL – 26	Core – 19	United – 6
Affiliates – 24	Round Tables – 47	YALSA – 9
ALA Offices – 47	PLA – 2	

- Coffee Talks and Book Buzz Bites
- Author/Speaker presentations
 - Opening Session featuring Nikole Hannah-Jones
 - David Copperfield: Featured Speaker
 - Dr. Leana Wen: Featured Speaker
 - Melissa de la Cruz: Featured Speaker
 - Stanley Tucci: Featured Speaker
 - Charles Person: Featured Speaker
 - Areli Morales: Featured Speaker
 - Eve Ewing: Featured Speaker
 - Billie Jean King: Featured Speaker
 - Judy Tyrus and Paul Novosel: Featured Speakers
 - Padma Lakshmi and Juana Martinez-Neal: Featured Speakers
 - Trisha Yearwood: Featured Speaker
 - Savala Nolan: Featured Speaker
 - ALA Awards and President's Program featuring Isabel Wilkerson
 - Closing Session featuring President Barack Obama
- The Library Marketplace: Exhibitors, Stages & Resources
 - Amanda Gorman & Loren C. Long- Marketplace Opening Featured Speakers
 - Danny Trejo - Diversity in Publishing Stage
 - Gabrielle Union & Jayne Allen - Thinkfit Stage
 - Candacy Taylor - Look of Books Stage
 - Kaia Alderson - Chapter One Stage
 - David Atherton & Rachel Stubbs - What's Cooking Stage
 - Yvon Roy - Graphic Novel Stage
 - Dylan Dryer - Think Fit Stage
 - Joseph Bruchac - Diversity in Publishing Stage
 - Vashti Harrison - Look of Books Stage
 - Pilar Winter Hill - Front Porch Stage
- Featured Guests
 - Realms of possibility: A live conversation with ALA President Julius C. Jefferson, Jr., and IMLS Director R. Crosby Kemper III
 - Meet Chicago's New Library Commissioner: Chris Brown in conversation with Patty Wong

Marketing Strategy

Conference Services in conjunction with the Communication and Marketing Office continue to make enhancements to the overall marketing and engagement efforts; based on the goal of 9,100 paid registrants. In addition to the key strategies already identified/reported on last quarter, this quarter's efforts included focusing on the following:

- New segmented eblasts; those who **registered for MW and not yet for Annual; Lapsed members, non-Student members**, we also have a **list of 12K being supplied by membership**, those who have supplied their email addresses for other ALA membership initiatives within the last year. These, in addition to the usual International, Student, and Library Directors and will include **related conference highlights for those markets**. In total, we have 18 eblasts to send before June 23.
- **Those who have registered with a special “forward to a friend” email promotion** -- with a chance to win a prize.
- **A Library Marketplace email**, highlighting the 11 speakers in the Library Marketplace and all the other activities.
- **Between June 1 and 18, Shelf Awareness Pro** - 6 banner ads in their daily eblasts to a readership of 70K librarians and bookseller for the Library Marketplace Only \$69 discount.
- After the Closing announcement, **posting on social media every day**, on all channels (i.e., two Twitter channels; Facebook, LinkedIn, Instagram, and with graphics).

Closing Announcement: Supplied a **full campaign and timeline** of social media, eblast, website, press release information to the closing session **speaker's communication team**. ALA President recording of a brief video, announcing the closing session.

ALA AC21-V Registration Report as of 6.11.21

2021 Annual	May 21 5 Weeks	May 28 4 Weeks	June 4 3 Weeks	June 11 2 Weeks	Income to Date
ALA Members - \$179/\$205	3132	3308	3552	3835	\$ 666,737
Other Members - \$99/\$115	369	390	472	509	\$ 50,418
NonMembers - \$249/\$285	425	467	506	565	\$ 147,197
Student Members - \$50/\$59	525	555	635	715	\$ 38,450
Total:	4451	4720	5165	5624	
Marketplace Only - \$69/\$79	78	86	103	109	\$ 7,538
Furloughs - \$0	151	161	184	201	\$ -
VIPs/Comps - \$0	114	115	121	132	
Speakers - \$0	13	16	20	20	\$ -
Speakers - \$75	241	266	297	314	\$ 22,381
Staff - \$0	125	133	154	173	
Press - \$0	5	12	26	28	
Exhibit Staff	194	237	298	557	\$ 5,600
Sponsored Registrations	9	10	10	11	\$ 1,430
Rollover funds - Varying rates	323	303	303	303	\$ -
Total:	1253	1339	1516	1848	
TOTAL REGISTRATIONS:	5704	6059	6681	7472	
Total Projected Registration Income					\$ 1,627,000
TOTAL REG INCOME					\$ 939,751
Percentage of Registration Budget					58%
Percentage of Anticipated Attendance					82%
Percentage of OVERALL BUDGET (Reg, Sales)					70%
Carbon Offsets	220	235	269	292	\$ 1,168
21st Century Donations	190	204	236	261	\$ 4,970

ALA AC21-V Exhibits/Sponsorships/Advertising as of 6.11.21

	Number	Revenue
Standard Booths	175	\$171,500.00
Bookshelf Listings	32	\$9,600.00
Artist Alley	5	\$1,500.00
Upgraded Booths	30	\$55,100.00
Library Champion Booths	26	\$25,020.00
Comp Booths	5	\$-
Sponsorships	24	\$127,500.00
Conference Slides	10	\$5,450.00
Pre-Show mailing list (sponsor add on)	1	\$0.00
Exhibitor Sessions	69	\$35,050.00
Exhibitor Sessions included in packages	53	\$-
Total		\$430,720.00
Percentage to Budget		144%
Total exhibitors	297	
Exhibitor Sessions	122	
Library Champions	16	

UPCOMING CS ACTIVITIES

- June 30 – ALA Conference Committee Meeting (AC21-V Debrief)
- On June 15 – Conference Services, in conjunction with the LibLearnX Subcommittee, launches the call for presentations for the first LibLearnX: Library Learning Experience. The call will be open until mid-August. The event is scheduled for January 2022.
- On August 15 – Conference Services, in conjunction with the ALA Conference Committee, launches the call for presentations for the 2022 ALA Annual Conference. The call will be open until mid-October. The event is scheduled for June 2022.