NERD Summit 2025

Two main issues for 2025:

1. Budget
2. Team

Budget

Revenue:
Sponsors:	$12,000	(in 2024, Last Call Media / Kelly was 37% of this)
Ticket Sales:	$5,000	(is "pay what you can", approx 40% pay)
Total:	$17,000	

Costs:
Venue:	$7,000	
Food:	$6,000	(more than this if lunch is included)
Keynotes:	$2,500	(fee and hotel)
Misc:	$1,500	(printing, etc)
Total:	$17,000	

We barely bring in enough to pay for the costs. It's a bit scary to know for sure if we will have enough. One solution is to change from two days to one day – this cuts the cost a lot, from around $17,000 to $10,000. One question is how much would this cut ticket revenue?

Team

More team members are needed to spread the load. Rick Hood is stepping off as lead organizer.

Roles/Jobs ([name] is who did it in 2024):

- ☐ Lead organizer, or co-organizers: perhaps Chair and Vice Chair, where the Vice Chair is "on deck" to be Chair the next year? The main role of the lead organizer is to make sure meetings happen, with good agendas and keep track of who is doing what and progress on things. [Rick]
    - ☐ Chair
    - ☐ Vice Chair
- ☐ Venue + Food - this is combined because UMass does both. This is not a difficult job, the main thing being to nail down dates and rooms (or copy paste from previous year) and to figure out what food to order. [Rick]
  NOTE: it's nice to get venue & dates done early
- ☐ Sponsorship - lead sponsorship efforts. [Kelly, Rick, Lisa, Stephen and some others]
- ☐ Newsletter (MailChimp) - more or less monthly for 6-9 months leading up to the event, then once a week in the final month. [Jen]

- ☐ Social Media - LinkedIn, Facebook, Twitter, Mastaon – lots of this is good. [Rick]
- ☐ Misc marketing – an example of this is a video interview with Jessica Cobb. [Stephen Cross]
  Another example is printing and distributing postcards [Rick, Lisa]
  Another example is reaching out to Meetup groups [Rick, Robert]
- ☐ Content
  - ☐ Session selection coordination [Rick]
  - ☐ Communication with speakers [Heidi]
  - ☐ Keynote coordinator - manage the solicitation and selection of keynote speakers [Rick]
    NOTE: this process has a long lead time and should start early.
- ☐ Tito (ticketing) [Rick]
- ☐ Name tags - print name tags on blanks via Excel merge to Word. The Excel is downloaded from the Tito attendees list. [Rick]
- ☐ Graphics [Rick]
  - ☐ Name tag blanks
  - ☐ Program (if we do that again)
  - ☐ Posters (11x17)
  - ☐ Posters on foam board (24x36)
  - ☐ Digital graphics for use in social media and YouTube covers. Each session has one, so this is a lot of graphics. In the past this was done with a Photoshop file with a layer for each speaker headshot then created jpg for each session graphic.
  - ☐ Misc signs
- ☐ Printing - getting the printing done (amherstcopy.com) - could be the same person who does the graphics, or not. [Rick]
- ☐ Welcome presentation (Keynote, Powerpoint, etc.) [Rick]
- ☐ Website (Github pages, deployed via git push) [Rick]
  - ☐ General website work (front end)
  - ☐ Schedule - Google sheet to JSON (back end)
- ☐ Video recording sessions [Rick & Stephen]
  - ☐ Make sure equipment is ready to go before the event
  - ☐ Setup equipment on day 1 and monitor, collect USB keys, etc.
  - ☐ Have room monitors in place or could be done by 2 people each day, one for each floor
  - ☐ Upload to YouTube, edit if needed

The above is approximately 10-12 separate jobs requiring that many people if there is to be one job per person.

An absolute minimum size team that is needed is probably 6 people so that more or less no person is doing more than 2 jobs.

Rick is stepping off but can be available to help answer questions and will be creating a "How To" manual.

Until someone picks up the lead organizer role, contact Rick at: rick@nerd.ngo if you have questions or if you want to volunteer for one or more of these jobs or learn more about them.