ACM SIGGRAPH Executive Committee & Conference Advisory Group Meeting

Thursday, October 15, 2020

2 - 3 PM PT/ 5 - 6 PM ET

Attendees:
Adam Bargteil, Executive Committee Chair
Jess Barker, Executive Committee Director
Bob Berger, Leadership Consultant
Nafees Bin Zafar, Conference Advisory Group Representative
Marcia Daudelin, Conference Administration
Jenna Feldman, Project Manager
Adam Finkelstein, Executive Committee Director
Mashhuda Glencross, Executive Committee Director
Jessica Hodgins, Executive Committee Past-President
Mona Kasra, Executive Committee Director
Brad Lawrence, Executive Committee Treasurer
Carol McGury, SmithBucklin Executive Vice President
Muunuu Nandigjav, SIGGRAPH 2022 Conference Chair
Scott Owen, Governance Committee Chair
Hanspeter Pfister, Executive Committee Director
Prakash Ramajillu, SIGGRAPH Asia Conference Chief Staff Executive
Mikki Rose, Conference Advisory Group Chair
Peter-Pike Sloan, Strategy Member
Cindy Stark, Conference Management
David Spoelstra, Executive Committee Treasurer-elect
Paul Strauss, Executive Committee Director

Approve EC Meeting Minutes – 2020 October 01
- i) **Approved**

Executive Committee and Conference Advisory Group Lessons Learned and Strategy Session

1) **Executive Committee and Conference Advisory Group Lessons Learned and Strategy Session led by Carol McGury** [60 Minutes]
   a) Carol provided background on how other similar organizations are working to establish year-round activities and posed the question of how SIGGRAPH can diversify and extend year-round value, and create a year-round goal for engagement.
      i) Carol noted that programming can take all shapes and sizes. For example, there are some groups who've developed online events,

leadership cohorts (teams who learn throughout the year together), and regional networking events.

    (1) Hub and Spoke: For example, Carol recently worked on a PCMA event who focused on a Hub and Spoke model with the intent to harness regions. The idea is that there is a main event that functions as the hub, and then several regional spokes' where different regions of attendees can meet outside and lead up to the main hub event year-round.

        (a) What could SIGGRAPH do to engage members regionally with the SIGGRAPH conference being the main event.

    (2) Omni-channel delivery: Omni channel delivery is a cross-channel content delivery strategy that organizations use to improve their experience and drive better relationships with their audience across points of contact. Rather than working in parallel, communication channels and their supporting resources are designed and orchestrated to cooperate (physical, ecommerce, mobile, social, other).

        (a) How do you make SIGGRAPH a year-round experience, and leverage the content to create something new?

        (b) This is also an opportunity to think about how effective the existing channels SIGGRAPH has are and how consistent the brand messaging is across the available channels for engagement. Additionally, how can SIGGRAPH be the center of the venn diagram that bridges the gap between two verticals.

ii) In regard to virtual learning and virtual events, Carol provided a list of things to keep in mind while designing the next virtual event:

    (1) Clear goals defined
    (2) Design with customer in mind
    (3) Technology comes later
    (4) You can't give everyone everything and that's ok
    (5) Place a value on your content (fight the urge for "free")
    (6) What you did this year – can't' just replicate
    (7) Hybrid – live portion is "different"
    (8) Surprise and delight moments
    (9) Engaging sponsors and exhibitors.

iii) As a general observation, people were more understanding and gracious for virtual events in the beginning, but the expectation will be different next year.

    (1) Regarding how this framework would be incorporated into the already existing SIGGRAPH conference structure, Carol noted that it's not necessarily how to change it, but how to build upon what SIGGRAPH already has in place.

      (2) Regarding exhibits, Ann is aware that they cannot do the program the same as 2020. This exercise is a good opportunity to brainstorm how to explore year-round engagement options with exhibitors and sponsors (i.e. what assets does SIGGRAPH have to bring to them, what other ways can SIGGRAPH engage them with more year-round programming?).

  iv) Adam advocated for testing events, noting how much easier it is to put on programming in a virtual world. He suggested doing something like a simple Friday night gathering just to start testing different year-round content that are free and can bring people together to have interesting conversations. The idea would be to execute an event and if it's successful, then think about how to build an infrastructure around it.

The group then shared some examples of different events they organized that incorporated this type of thinking:

2) Prakash shared an example he worked on with the Games Conference.The conference had to postpone until next year but decided to showcase content regionally and are doing different regions every month in the run up to the main conference. This process required thinking about if their audience really wants to be engaged all year, and what platforms would be best.

3) Carol gave an example of a small program SmithBucklin put together called the Hello Project where they would match people to meet-up/call/zoom/email with the goal to support small interactions to keep people connected and engaged as a community. The feedback on this was extremely positive.

4) Munnuu shared the recent success with the Women of SIGGRAPH conversations that began at the conference. They began with a panel at the conference and then went into break-outs to discuss how they can best support the professional development of the women in the group. Overall, 80-90 people participated and they received a lot of positive feedback and additional suggestions for what they can do at the conference and throughout the year. They are looking to do more programming before the next conference and are considering how they can engage sponsors in some of those events as well.