



## Post Event Debrief

**Event:** PESCA Conference 2016

**Type of Event:** Conference/Seminar

**Communication/PR Plan:** This is a joint effort with PESCA. They have a template for the flyer, which is updated year to year. Emails go out from both PESCA Planning Committee Members and DSC. This year, the communication and PR worked well—we had a consistent message and coordinated well to encourage attendance. Note: I think it would be helpful to have a final agenda as part of the PR Package the last month, month and one half prior to the conference.

### **Performance Against Goals/Purposes:**

- **Goal/Purpose:** To hold a conference for municipal/county safety professionals or those connected to safety in their county/municipality to provide current and new information on important safety topics. Networking and sharing among safety professionals.

### **Successful Items:**

- **Processes:** We have been involved in this conference for a number of years, and have most of the procedures down as SOP. Registration and payment handled through DSC went smoothly—PR was good—materials for the conference were handled (see below for “improvement item”).
- **Activities:** Even though the group did not meet on site prior to the conference this year—the room set up was perfect—the meals were well-coordinated. All of the speakers were present—all A/V and transitions went well. The day was well-programmed and concluded on time.

- **Artifacts:** Withholding the “CEU certificates” seemed to help some with all day attendance (see below for addendum to this). Jacob Fannin came up with a great addition—during the breaks he introduced vendors, allowed them a brief moment to speak and then door prizes were awarded—this was done each break (after the first, where the process was explained). It gave some floor time to the vendors—and strongly encouraged the attendees to visit them. We also severely limited time for sponsors—it was equitable—signs were posted for both—and both had a few minutes in front of the attendees. This also seemed to work well and keep the event focused on the speakers and topics.
- **Communication:** As usual, the core group of PESCA and DSC had almost constant contact the week prior and of the event. There were no “snafus” in communication. We will continue to strive to be organized and methodical in our efforts as a team ongoing...

#### “Next Time We’ll Do Better” Items:

- **Processes:** The “booklet” that we introduced a couple of years ago is slightly problematic in re timing and getting it printed. This year, Tammy Shaw and Jacob Fannin stepped in to assist due to short deadlines. Regardless of who ends up printing next year (it may be more cost effective to handle via Jacob and Tammy—we should discuss) it would be reasonable to set a deadline for speakers to turn in talks/power points and biographies to avoid last minute scrambling. The DSC is happy to lead this effort by contacting the speakers (once determined) and setting the expectations—then frequently touching base as the deadlines and conference nears. Regarding certificates: this year, we withheld them to encourage people to stay for the day—however, since names were not on them, we are not able to determine who left and who stayed, therefore, all attendees will receive a Certificate Memo from DSC with full credit (regardless of their actual time at the conference). Next year, we should consider preparing the certificates (as we do at DSC for our courses) and handing them out at the end again—however, with names on them, they will serve as an end of day roll call—and our CEU distribution will be more accurate. The evals—these seemed to work well this year—we should add at least one or two questions about the overall conference—not just speakers and topics.

- **Activities:** This year, we only had one microphone to start the day—we quickly realized that we really needed two for some of the topics. We need to remember to start with two next year. The roundtable was Ad Hoc again this year. We need to formalize this if we repeat it. The attendees were somewhat more interactive than in years past—but this could still use improvement. With a solid ‘agenda’ and set questions for the roundtable, it will run more smoothly and professionally—et might encourage more interaction from the audience.
- **Artifacts:** We might consider one of the DSC team going to Montgomery the night before the event. PESCA members from the City of Montgomery bore the majority of the set up burden. The room was awesome this year—really well done. If we can help, DSC is happy to be there to ease the load. We need to remember to bring small things—tape—scissors—a marker pen—just in case.
- **Communication:** This year everything went smoothly. We had solid registration—setup, food, speakers—vendors—everything seemed to go well. A couple of people did have trouble finding the venue. We might consider including a map (with one or two reference points) to send with confirmation letters.

#### **Budget:**

- **Budget**

#### **Overall Comments:**

- **Was the Plan the right Plan?** Yes. This is an important event and improves each year.
- **Will this event be repeated? If no, why?** Yes.
- **Other Comments:**