

# PROMETHEUS LEADERSHIP RETREAT 2021

## Small Circle Summary

**COMPLETE THIS FORM (PLEASE PRINT) AND SUBMIT BEFORE LEAVING THE RETREAT.  
You make use file as a template and e-mail to PTroy@nextwavegroup.net.**

SESSION DATE: Thursday  
SESSION #: 2

TITLE OF SMALL CIRCLE: Managing Member Expectations

SCRIBE: Norman Fortenberry

CONVENER: Mark Levin

ATTENDED BY: Mark, Norman, Jane, Beth, Pat, Karen, Jill

### KEY DISCUSSION POINTS:

- Canadians unable to attend physical meeting because border is still closed, but expect hybrid option to be provided. That's only the tip of the iceberg.
  - Meetings – if stream now have to worry about hotel bandwidth, equipment to stream, restrictions on speaker movements and permissions, etc.
  - Issue is even more complex if have multiple parallel sessions that need to be streamed
  - Don't want to keep people from the live meeting
- Member expectations greatly raised, but resources are limited.
- Don't have to replicate every element of live meeting in hybrid offering. But some members will see it as "unfair" if they don't have the same experience. In any case, may have to charge less for "streamed" experience.
- For very large meetings (AERA has 2300 sessions over 5 days), can't live stream everything, but can record selected sessions and make them free.
- Value of the physical meeting is the networking and co-creation. But virtual or hybrid meetings bring in people who have not previously attended and introduce them to the organization or a new aspect of the organization.
- But how do you charge folks for 4 hours of "highlights" of a 3 day meeting; but you don't want people to get the "meat" for a much lower price online.
- Is there a way to repurpose some content as continuing education or professional development and sell it to new audiences at a later time. Need to package differently to make it bite-size, etc.
- Use "blended" environment – "blended" implies separate aspects of physical and virtual, where "hybrid" implies live streaming of entire physical meeting.
- Concern about access for persons with disabilities. Both 508 and WCAG compliance (sign language, close captioning, etc.).
- Quality of broadcast, videos, etc. is also an increasing concern.
- Implications for board and committee meetings. Will they now bias to online because it's quicker and more efficient. Or, depending on the characteristics of the group (high level executives or lower level executives), they might value the in-person social aspects, the better-than usual food, drink, and accommodations.

- Associations can't be all things to all people unless someone pays more money.
- Members expect associations to be able to use whatever their preferred virtual platform is.
- Implications for staffing – some staff REALLY enjoy working from home.
- Association activities have to be the easiest things are members do all day; because there is some much other competition.
- Members will not accept the level of invasiveness that they will accept from Amazon, therefore our member experience may not ever be close to the Amazon customer experience.

**New Topic**

- AMS systems present challenges in the utility and applicability to the needs of individual associations.

**AH-HAHS:**

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**CONCLUSIONS:**

**RECOMMENDED REFERENCES/RESOURCES:**