**AFC Technology Commission Board Agenda/Minutes**

**Date: Feb. 12, 2024**

**Time: 1 PM EST/12 PM PST**

**Place: via Zoom to discuss the AFC Joint Commissions Conference**

**Call to order:** 2/12/2024 @ 1 PM

**Quorum:** Jamie Beck, Dr. Belkis L. Cabrera, Bertha Cabrera, and Britanny Weisensale

**Discussion of updates on the Communications Marketing Commission and Technology Commission Conference**

UPDATES by Chair of the Technology Commission:

Confirm we can get facilities to host event: Confirmed MDC Wolfson Campus (MDC as premiere sponsor for securing locale zero cost).

Confirm dates: May 30th - 31st, 2024.

If MDC can help support (grant $ for involving MDC faculty): Faculty included.

Draft technology outline (topics, focuses, etc.)

UPDATES by Chair of the Communications & Marketing Commission:

Provide draft outline of tasks/to dos to pull off event: see enclosed.

Provide draft of sponsorship levels: see enclosed.

BOTH:

Review CMC Conference outline to determine topics.

Review Technology outline to determine topics.

Determine theme for Technology.

Idea—to integrate Greg/AFC for membership development segment, chapter development/training, etc.

Proposed Fee $50.00

Lunch on their own.

Needed 6 rooms 2 sessions.

PD Sponsored Tech topics IT (Jamie) and Pedagogy (Belkis)

To negotiate discounts for hotels, and Materials for the conference.

Uyen Le, Director of Gateways

Manny Delgado, MDC Tech. Grants

JC @ Innovate, vendor.

More tech. partners.

Heather & Ann for workshops

Sara Newman, Harvard – Humanities and Ai

Exploration of AI use in Marketing.

Invite Kindness by Design: A Pedagogy of Connection and Compassion in the

Age of AI

Tour of Space @ Padron Campus

SAVE the DATE- Registration opens?

Broward members can drive to MDC (conflict with Region V clear dates with Tallahassee).

April Leake, Chipola College – Region I Virtual presentations accepted.

Attract more members, potential members, open to non-members paying their registration fee, expecting 100-200 attendees.

**Resources**

[AFC Technology Commission](https://afctechnologycommission.weebly.com)

[BoardofDirectors2024 (myafchome.org)](https://www.myafchome.org/board-of-directors)

[Commissions List (myafchome.org)](https://www.myafchome.org/commission-meetings)

[Communications and Marketing commission](https://www.myafchome.org/communicationsandmarketingcommission)

[*Downtown Miami Hotels*](https://www.hilton.com/en/locations/usa/florida/miami/?WT.mc_id=zlada0ww1hi2psh3ggl4advgen5dkt6FLMI7_300273787_1003528&gad_source=1&gclid=Cj0KCQiAoKeuBhCoARIsAB4WxtfxqkmPpTEzLS4pxoRxoVI9EWLD82mGMr-A-ZbxqiZPW3UrpwiVN4waAp6JEALw_wcB&gclsrc=aw.ds)

[Wolfson Campus | Miami Dade College (mdc.edu)](https://www.mdc.edu/wolfson/)

**New Meeting:** Technology Commission on Feb. 21, 2024

**Meeting adjourned:** 1:47 PM

Spring 2024 Conference:

Sponsorship Levels

I. Platinum Sponsor - $2000

a. Guest Speaker Opportunity:

i. Be featured as a distinguished guest speaker during a dedicated session at the event.

b. Prominent Brand Visibility:

i. Logo placement on all event promotional materials, including digital and print.

ii. Logo on event T-shirts for all attendees.

iii. Acknowledgment in press releases, social media, and email campaigns.

iv. Opportunity to place materials in official event bags.

c. Premium Exhibit Space:

i. Prime location for a dedicated exhibition table for entire duration of event (pre-registration, event day, closing sessions)

d. Sponsorship Recognition:

i. Verbal recognition during the opening and closing ceremonies.

ii. Recognition in the official event program.

II. Gold Sponsor - $1500

a. Exhibit Space:

i. Preferred location for a dedicated exhibition table for entire duration of event (pre-registration, event day, closing sessions)

b. Brand Visibility:

i. Logo featured on event website and select promotional materials.

ii. Logo on event T-shirts for all attendees.

iii. Opportunity to place materials in official event bags.

c. Recognition:

i. Verbal acknowledgment during the event.

ii. Recognition in the official event program.

III. Silver Sponsor - $1000

a. Exhibit Space:

i. Standard exhibition table at the event.

b. Brand Visibility:

i. Logo featured on event website and select promotional materials.

c. Acknowledgment:

i. Verbal recognition during the event.

ii. Listing in the official event program.

IV. Bronze Sponsor - $500

a. Basic Exhibit Space:

i. Standard exhibition table at the event.

b. Online Recognition:

i. Company name listed on the event website.

c. Acknowledgment:

i. Verbal recognition during the event.

ii. Listing in the official event program.

Communications & Marketing Commission

Spring 2024 Conference Planning

1. Week 1-2:
   1. Action Item 1: Define conference objectives and target audience.
   2. Action Item 2: Create a budget including venue costs, speaker fees, marketing expenses, and miscellaneous costs.
   3. Action Item 3: Research and select a suitable venue.
2. Week 3-4:
   1. Action Item 4: Develop a conference website with registration functionality.
   2. Action Item 5: Identify and contact potential speakers.
   3. Action Item 6: Begin drafting the conference agenda.
3. Week 5-6:
   1. Action Item 7: Finalize speakers and confirm their participation.
   2. Action Item 8: Develop promotional materials (brochures, banners, social media graphics).
   3. Action Item 9: Launch early bird registration with discounted rates.
4. Week 7-8:
   1. Action Item 10: Implement a social media campaign to create buzz.
   2. Action Item 11: Develop partnerships with relevant industry influencers and organizations.
5. Week 9-10:
   1. Action Item 13: Finalize the conference agenda and share it on the website.
   2. Action Item 14: Coordinate with vendors (catering, audio-visual, etc.).
   3. Action Item 15: Conduct speaker rehearsals and tech checks.
6. Week 11-12:
   1. Action Item 16: Launch a targeted email campaign to registered attendees.
   2. Action Item 17: Prepare event signage and materials.
   3. Action Item 18: Conduct a final run-through of the event logistics.
7. Conference Day Before/Of:
   1. Action Item 19: Set up registration and check-in areas.
   2. Action Item 20: Monitor and manage social media channels for live updates.
   3. Action Item 21: Oversee event execution, addressing any issues that arise.
8. Post-Conference (Weeks 13-16):
   1. Action Item 22: Send thank-you emails to speakers, sponsors, and attendees.
   2. Action Item 23: Gather feedback through surveys to improve future events.
   3. Action Item 24: Analyze metrics and performance against goals.
   4. Action Item 25: Begin planning for future conferences, considering lessons learned.

Conference Topics/Sessions:

* Leveraging ChatGPT/AI
* Utilizing Canva
* Reaching your Target Audience
* Time Management/Working with Small Teams
* Understanding Analytics—google consult.
* Overcoming Enrollment Decline/the Trade Trend
* Professional Development—insert ideas.

Theme:

* “Brighten Up Your Marketing”