

Meeting Notes - IWF Subcommittee Kick-Off

December 7, 2015

Members Able to Attend

Chicago IWF			IWF Global
• Kate Bensen	• Lisa McClung		• Marilyn Johnson (over the phone)
• Laurel Bellows	• Sylvia van Loveren		• Heath Nash
• Kathleen Carroll	• Joyce Simon		• Crosby Cromwell
• Ana Dutra	• Lynn Osmond		
• Aleksandra Efimova	• Michelle Smead		
• Cathleen Johnson	• Donna St Alban		
• Marilyn Lissner	• Lois Wilkins		

Goals and Objectives for the meeting

- Introduce the 2016 Conference leadership team to each other
- Introduce the IWF Global team
- Share an update from each of the committees
- Provide an opportunity for team members to ask questions to Heath and Crosby
- Set mutual expectations and plan moving forward

Objectives for the 2016 Chicago Conference

- Provide a world-class experience to the conference attendees
- Create a collaborative and long lasting relationship with IWF Global
- Use 2016 as a launch pad, generate strong momentum for the next 3+ years.
- Use 2016 activities in planning, engaging and working with members... look to engage new members and those who have not been engaged or active in a while
- Look for opportunities to develop relationships with other organizations in Chicago that we can also take forward post 2016 meeting

Key Focus points

- Chicago – Strong city with opportunities for our membership to have a wonderful conference. Executive Leadership is very excited and supportive of the choice of Chicago as a 2016 venue
- Fundraising – South Africa and Boston were financially successful. Usually Global Cornerstone conferences are not big financial contributors to IWF
- Membership – engage with the breadth of the global audience. Challenge to raise the bar and leverage the city
- Marilyn is not going to be CEO at the time of the Chicago Conference – will be actively working with the IWF team and supporting the conference in an advisory role.

Heath comments

- 2016 meeting is a time for innovation for IWF Conferences – we want to make changes in response to members’ feedback and needs... looking for recommendations and incorporating feedback from Boston, etc.
- “We only win if Chicago IWF wins”
- IWF Global recognizes that each Chicago member involved in this is sharing their personal brands and relationships to have this meeting in 2016
- Goal is to make sure we are all proud of the result

Conference Theme and Agenda

- Jean Maserve is in her second year of conceptualizing and planning conference theming and production
- Theme choice will begin next month – goal to finalize in March – Lisa McClung is collecting initial ideas and output of some early Chicago ideation for an early input. More participation will happen post-March!
- Process is Collaborative – one that reflects Chicago, the time we are in, appealing to the global membership and attract them to the meeting.
- Global also looks to create a thread between conferences on themes and topics

Plan to open registration in **EARLY MAY** – Chicago Forum members will have a “one-week-advance” to register before registration opens for everybody.

Feedback from Boston

- Opening Night - No speeches, closer venue, better floor plan, better food beyond cheese and crackers
- Dine Arouds - The most popular part of the conference
- BTS – make them ‘meatier’ – shorten the plenary so more time for BTS to be more substantive.

Opening Night

- Selected Venue: Art Institute – Close by, Centralized floorplan, Food. Competitive with other bids. Entering into contracting with the Art Institute... Also asking for opportunity for touring the art institute – variety of different rental options.
- Feedback – modern wing is great. Coinciding with the open of their exhibits. Architectural name space. But might be a bit tight and narrow for the 800.
- Barbara Kipper just co-chaired an event there – based on her donation of her collection – decorations are unbelievable – were they preserved?
- Committee to provide an outline of their vision of the event from “Basic to Platinum” with resource / funding needs to achieve each level.

Conference Content

- Changing format, not level of substance
- Reviewing timing of sessions to free up some more of Thursday afternoon for BTS and other plenary sessions
- Speakers – a blend of global and local speakers, help in opening those doors. With the program finished no later than Early March – speaker invitations will be sent at that time. Local speakers can be featured in the program and we will work with you to help source them. There are NO speaker fees paid.
- Themes – looking at Chicago as a crossroads – WILL NOT do an innovation or technology themes (innovation was featured in two conferences recently and technology will be the Tel-Aviv theme)....
- Tel Aviv theme will be technology focused – Start Up Nation, unique attributes of Israel. We can do something complimentary to that... but can't take that....

Behind The Scenes

- Divided into categories – looking at the areas / things that Chicago is famous for launching
- Looking at the options to showcase key attributes of the city with real substance.
- Additional ideas from the team once the BTS committee presented their current venues: CSO, Joffrey, University of Chicago – meet with a scholar doing work (i.e. Oceans), Lyric Opera (done last time),
- Are there any funds to support? Traditionally, no. That may exclude a few venues such as Second City.
- How many BTS to do? – 772 attendees went to BTS in Boston. If we calculate approximately the same number, we should have around 14-15 BTS.
- IWF to send over the specific feedback from the survey to the committee, as well as a list of BTS that they might have in mind.
- NEXT STEP: Set up a JANUARY meeting with the BTS Committee and IWF Global – Lisa/ Ana to coordinate date that works for the Committee and IWF team
 - Focus is to 'touch and feel' the content in a very unique experience
 - Finalize the venues list
 - Determine the support requirements and role of the committee vs. the IWF Global team
 - IWF can reconfirm and work the logistics, etc. with the venues to coordinate with the rest of the conference and assign an IWF staff member for each event to troubleshoot, back up, etc.
 - Traditionally: Member of the host forum is assigned to each BTS to escort to go with each group

Dine Arouds (DA)

- Focus on quality and location of spaces. Plan for 525 minimum.
- Strong response – primarily in homes with two unique restaurant locations that are very special venues (in one case, the member owns the restaurant and in the second case, the member doesn't have "home space" but can close a portion of a typical restaurant). Confirmed 400 seats

with response to date and there are a lot of people that have not confirmed. At this point, we are in very good shape regarding dine arounds.

- Initially screened by home zip code of IWF members. Options for additional venues, if needed: (1) extend Zip codes, (2) look for women that are not members of IWF to get additional hosts in the city with quality houses and locations. (Chicago Network and C200), (3) recruit members who live in the suburbs to host in the home of their friends who live downtown.
- We should connect with Allison at Boston forum – developed a series of communiques to Dine Around Hostesses.
- Transportation and catering – will look to us for recommendations (2-3 options) on catering. Chicago IS / DMC Transportation Company.
- June / July – Transportation company will do site runs, take photos of houses at night, and potentially put balloons in front of house / signifier. In the past, they had issues with no-show of sick drivers... etc. Need to assign a woman from IWF on each bus to be escorts in each group.
- Suggestion to coordinate with other events that are taking place in the city that month- not just dry runs in the Summer.
- Budget for dine arounds is \$85/person. Have varied experiences with a single caterer and letting hostesses do their own – the two extremes. 25% of requests were special meals. The more we can unify the better.... People have issues when they feel they got a lesser experience. The Dine Arounds committee will look at DA on a case-by-case situation but the core format is to have 2-3 caterers who will be responsible for all DA's
- Committee to provide an outline of their vision of the event with resource / funding needs to achieve.

Hospitality

- Looking at bags – pricing the bags and looking at a sponsor for a named opportunity (South Africa was the gold standard...)
 - Garrets popcorn, mini guide book, visitors guides for key BTS/Venues, etc.
 - People make judgements on goodie bags – Oak street / Large retailers? Michelle Smead offered to help with that solicitation.
 - Themes – Tourist, Retail and Corporate...
 - Local companies – Wrigley / Mars, Tootsie roll,
 - Portable charger -
- Looking at hospitality suites – both within Hilton and outside the hotel
- How to incorporate the material from global sponsors – IWF to provide input so that we don't have anyone in conflict with global sponsors.
- Pop up shops? Feature Chicago retailers – beyond the IWF traditional ones. There is a process for that. – Can do “On Exhibit - specifically tied to conference content, allow speakers to do this to promote themselves”; “Retail / Trunk Shows – Flat fee of \$6,000-\$7,500 for their participation and complimentary registration (traditionally large retailers have made on average \$40K/conference)... for others the first time, sales will be lower, so ask for 15% of sales. Every retailer is responsible for all costs at the venue.
- Tried a large marketplace in Mexico 2002 with 40 vendors and it overwhelmed IWF and became a distraction. Potential retail candidates have to be carefully curated.

- NEXT STEP – JANUARY specific discussion on – Engagement/Hospitality, Retail Stores, Goodie Bags, Engagement and their budget.
- Committee to provide an outline of their vision of the event with potential sponsors. Donors.

GALA -- Closing Night

- Committee established – looking for guidance on the role / input from them to IWF Global
- Formerly was an honorary role, now look for more engagement.
- Especially – have engaged on the music (University talent)?
- Will select 3-4 Honorees – at least one of them will be Chicago. Ana will be the Chicago voice on that committee.... Chicago committee can select ideas and submit through Ana. Ongoing list of women who have been approved exists. Does NOT have to be a member – but will become an honorary IWF member afterwards... Want diversity... potentially local ties but the honoree must be a big splash... Always one spot saved for a local icon. Needs to be a draw for the audience.
- MENU for the night – taste testing.
- Can sell gala tables separate from conference attendees. Is not tied to the conference attendees. Usually 50% of the Gala attendees are non-conference attendees which can take the total number up to 1,700 Gala attendees.
- Use the Grand pre-gala and the International for dinner.
- NEED to coordinate the with fundraising – MEETING NEEDED TO COORDINATE with IWF Global in January about specific Closing night items
- Committee to provide an outline of their vision of the Gala by January.

Fundraising

- Sending out primary solicitation to a list of target companies. Will reach out to specific members for help with those organizations where they have a relationship or contact (Lisa reporting for Lianne and Erin.)
- Looking for strong membership support – many potential sponsors are asking that we show our members are 100% supportive as part of validating our request for their money.
- Developing sponsorship levels / packages – top level is 50K.
- NEED to COORDINATE a meeting about all groups soliciting support / funding, etc., especially Hospitality, Opening Night and Gala/ Closing Night.

Communications

- Edleman will be increasing their presence / support of the meeting
- All media and external communications should be forwarded through IWF Global
- Ana is the point-person for contact with IWF Global