

InstaCon 6 Schedule at a Glance

FRIDAY

- 8:00pm Terrace Room Social/Icebreaker
10:00pm Terrace Room Poker/Wizards/Euchre/Apples to Apples

SATURDAY

- 8-11:00am Hospitality **BREAKFAST** *courtesy of FenCon*
- 10:00am Terrace Room B **People in Context: Defining Orgs and Roles**
Kim Kofmel (M), Timothy Morgan
Getting a team to pull a wagon (a con) means getting them into harness (an organization). Nice analogy, but what does it mean?
- Terrace Room A **Birds of a Feather** (see sign up sheet)
- 11:00am Terrace Room B **Hey Partner: Working with Your Convention & Visitors Bureau**
Melanie Hoover (FW CVB), Tim Miller (M)
Almost every city has a Convention and Visitors Bureau. Their job is to get and keep convention business. How can SF cons exploit this relatively untapped (and free) resource?
- Terrace Room A **Birds of a Feather** (see sign up sheet)
- 12-1:30pm **LUNCH**
- 1:30pm Terrace Room A **Round Table Session**
Contracts/Hotels - Mark B. Hall
Programming - Clif Davis
Guest Relations - Karen Meschke
Logistics/Ops - Robyn Winans
- 2:30pm Terrace Room B **Comprehension Convention Engine (software demo)**
Brent Morgan
Brent Morgan will present his integrated and centralized convention organization software system.
- Terrace Room A **Birds of a Feather** (see sign up sheet)
- 3:30pm Terrace Room B **Publications: Working With Your Copy/Print Shop**
Pat Virzi
The inside scoop on getting the best out of your print shop, how to plan your documents, and more.
- Terrace Room A **Birds of a Feather** (see sign up sheet)

SATURDAY (continued)

- 4:30pm Terrace Room B **Hosting & Housing: Parties from Both Sides**
Mark B. Hall (M), Kurt Baty
We throw parties to promote our cons and other people throw parties **at** our cons. How do these two things mesh?
- Terrace Room A **Birds of a Feather** (see sign up sheet)
- 5:30pm Terrace Room B **Reinventing the Wheel: Is It Ever a Good Idea?**
Clif Davis (M), Kimber Chessmore
How do we know if we're reinventing a wheel?
How can we stop? Are there times when reinvention is the right way to go?
- Terrace Room A **Birds of a Feather** (see sign up sheet)
- 6:30-8:30pm **DINNER**
- 8:30pm Terrace Room B **ALAMO in Action**
ALAMO Representatives
What and who is ALAMO? What have they been doing in Texas for the last decade?
- Terrace Room A **Birds of a Feather** (see sign up sheet)
- 10:00pm Terrace Room A **Poker/Wizards/Euchre/Apples to Apples** (open)

SUNDAY

- 8-11:00am Hospitality **BREAKFAST** *courtesy of ConDFW*
- 10:00am Terrace Room B **Promotions & PR and Your Convention**
Mike Nelson (M), Shai Mohammed, Karen Meschke
How do we promote our events? What can we do? Who do we need to contact? And how much do we have to spend?
- Terrace Room A **Birds of a Feather** (see sign up sheet)
- 11:00am Terrace Room B **Managing Membership Data**
Russ Miller (M), Clif Davis
Membership data may be the most valuable asset a con can have. What is it, how do we collect it, and what do we do with it?
- Terrace Room A **Birds of a Feather** (see sign up sheet)
- 12-1:30pm Terrace Room B **ALAMO Board Meeting**
ALAMO Board
Open to the public.

InstaCon 6 is a conference organized by the Austin Literary Arts Maintenance Organization (ALAMO), a 501(c)(3) corporation, in support of its literary purposes. <http://www.alamo-sf.org>