

Ven-Con Virtual Meeting - Notes August 22, 2024

INTRODUCTION

On Thursday, August 22nd, a group of 20 vendors and consultants met to continue the discussions from previous events. Prior to the meeting, we circulated a proposal around creating an Advisory Council to the group. During our meeting, attendees were invited to comment on the document. These are the raw notes captured during that portion of the meeting.

THE PROMPT

The following prompt was used as guidance for the session:

“Considering the 5 Ws document:

- What do you affirm?
- What do you question?
- What red flags do you see?”

NOTES

The following notes were captured during the feedback session:

- Proceed with it and give it a go
- Agreed
 - Smart to limit to one rep
 - How to represent org size/differences
- See need for managed space / have a voice - must keep
 - Ensure all parties are heard
- Aim for better outcomes and processes - good to see how it works out
- Idea has potential and resonates
 - We all share understanding of challenges
 - Development of vision/mission are critical
 - International presence / virtual is ideal
- Develop a method to resolve conflicts
- Need to have clarity on vision/mission
 - If council is tracking - where does that originate
 - We are the right group to figure it out
- Relationship building with goal for improving customer outcomes is great
- Three-way relationship consultants, vendors, clients - what do we do actually help

Ven-Con Virtual Meeting - Notes

August 22, 2024

- Where is ASAE in all this (here, there, nowhere)
- Aiming for better outcomes is great, plan to have council / representation is good
 - First council versus future councils (with a to-be-defined process)
- Managing conflicts of interest
- Idea is intriguing and could have great outcomes
 - Why 7 - 11 members on council
 - Term definition / limits on council representation
- Proposal makes a lot of sense and excited to participate more
 - Unique space on top of existing networking opportunities
- Upside is compelling
 - Passion of that upside is obvious
 - How are decisions made / council - full assembly
 - Is assembly limited
 - What are the deliverables
- Opportunity is compelling enough to try
 - How does the consultant tag versus vendor apply / be marked
- Term limit would be good
 - Mission focus - not just for the networking
- Council being 7 - 10, why?
 - How does complex entity / M&A structure affect ability to participate in council
- Most proposed items were to provide something to discuss versus being a decision - reactions are more productive than live brainstorming
- Still more to discuss and decide as some of the discussed items don't have a clear 'answer' to currently
 - Use of accepted practices elsewhere is worth considering, but still is something to be considered
- Everyone having a voice is the actual goal
- Reiteration of discussion on terms/limits and representation on council/assembly
- Further discussion on the types of or examples of conflicts of interest would be valuable
 - Example: terminology / definitions - do we inadvertently learn ways to differentiate between organizations when we learn their language
 - A difference between 'conflict of interests' and 'conflicts' and how to resolve conflicts
 - Natural concern of sharing 'secret sauce' aiming at identifying common ground
 - Will depend on domain/topic of discussion
 - Have topics that should or should not be discussed
- Consider business ethics
 - Dealing with ethical violations on council/assembly
 - Voting council versus assembly, majority versus major majority
- Identify what the tangible/intangible benefits are for the group and participates
 - Single source directory / managed by independent body - built for the customer

Ven-Con Virtual Meeting - Notes

August 22, 2024

- Ethics and code of conduct - being a participant demonstrates to customers the organizations' adherence
- Size of group being small enough to be functional, but large enough to be provide good representation
- Balancing wanting to move forward and getting something done versus building infrastructure to provide a framework
 - Ethics / code of conduct may be a good starting point for infrastructure / model building
- How do we get the word out to the right companies and people that need/should participate
- Not just for AMS be inclusive of other technologies, fintech, edtech, events, etc.