

Ven-Con Planning Committee Formation

SUMMARY

After 3 successful Ven-Con gatherings, we are looking to expand input and leadership to additional vendors and consultants. This document, created with the input of a dozen Ven-Con attendees, outlines standing up an interim Planning Committee to establish Ven-Con's infrastructure. The Planning Committee will serve as co-organizers of Ven-Con until the governance structure is adopted.

BACKGROUND

Ven-Con was conceived by two companies in the association technology space, 501Works and PerByte, who saw a need for a better pathway for associations to make technology decisions, so that their projects had a higher chance of being successful. To expand oversight of Ven-Con beyond the initial companies, it was decided to establish a formal governance structure that would be able to clarify the purpose, consider participation structures, envision outputs and outcomes, and address anti-trust and conflict of interest issues.

Since we last met on August 22nd, a group of 13 volunteers stuck around, and became the Planning Committee. They represent 4 vendor and 6 consultant organizations who co-created this document and committed to working towards a formal governance structure to include an *Advisory Council* to govern Ven-Con.

GOAL

The goal of Ven-Con is to leverage the collective wisdom of Association Technology Vendors and Consultants to drive positive change and improved outcomes in our industry.

Consultants and vendors have a unique perspective across many associations and projects and understand the factors that make projects successful. In sharing that wisdom, we want to help associations excel with technology.

We will achieve this through:

- In person meetings to discuss issues within the association technology space and develop potential solutions that could be adopted by constituents.
- Networking between vendors and consultants in the space to create more joint knowledge of companies, teams, and specialties.
- Development of guidance and standards that could be used by constituents to improve technology processes and project outcomes.

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PLANNING COMMITTEE

The Planning Committee will serve as co-organizers of Ven-Con until the founding Advisory Council is formed. Below is the proposed composition of this planning committee, its objectives, and timeline.

COMPOSITION

- No more than 11 people. Any given constituent, including the founding organizers, may only have 1 seat on the planning committee
- Founding organizers will each have a seat on the planning committee, allowing 9 additional constituents to volunteer
- Balance of constituency types/perspectives: i.e. multiple vendors and consultants of varying sizes and specialties
- Should more than 9 constituents volunteer to join the committee, founding organizers will determine who to invite based on who best matches the criteria and best balances the perspectives of the committee

Criteria to volunteer for this committee

- Has attended at least one of the past four general meetings
- Has willingness to volunteer their time for the advancement of the Ven-Con initiative
- Believes in the founding organizers aspiration that improved collaboration between vendors and consultants could lead to improving the association technology landscape
- Brings an open posture of curiosity to dialog and willingness to co-create with colleagues who may also be competitors
- Strong professional boundaries and communication skills

Commitments of committee members

- Prioritize attending General Meetings when feasible
- Beyond General Meetings, commit to up to 4 hours of work per month between now and the creation of the Advisory Council (anticipated by July 1, 2025)
- Openness to explore potential cost sharing of live events (anticipated to be in November 2024 and April 2025)

OBJECTIVES

- Lay out and document the planning process needed to establish the Advisory Council.
- Define constituency "membership" in Ven-Con for the purpose of selecting the inaugural Advisory Council
- Provide regular reports on committee activities to constituents prior to every General Meeting
- Communications after General Meetings

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TIMELINE

- Finalize the Planning Committee by November 2024
- The target for establishing the Advisory Council is July 1, 2025

MEETING TARGETS – 2024-2025

GENERAL MEETINGS:

OCTOBER 15 - 2 PM – 3:30 PM EASTERN - VEN-CON VIRTUAL #2

Suggested Activity #1 – Discussion of Planning Group Document

- Review and solicit feedback on the proposed “planning committee” composition, criteria, commitments, and objectives.
- Open invitation for Ven-Con General Meeting Attendees to volunteer or nominate (themselves or others) to the planning committee

Outcome:

Ven-Con General Meeting attendees will:

- Understand the commitment to volunteering on the planning committee
- Attendees may volunteer for the Planning Committee

Suggested Activity #2 – Group Sharing & Discussion

- Break into 2 sub-groups – Vendors and Consultants
- Brainstorm within the groups using the following prompts:
 - “What causes projects to fail?”
 - “What contributes to successful projects?”

Outcome:

- Group input will be captured in Google docs and reported out.

NOVEMBER 18 - LIVE IN WASHINGTON DC – VEN-CON3

Time and location TBD.

Suggested Activity:

- Introduce the final planning committee members
- Work on a common vision statement for Ven-Con

DECEMBER 2024 – MARCH 2025 - VIRTUAL VEN-CON

Virtual Ven-Con Programs will be scheduled monthly.

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APRIL 2025 - LIVE IN ALEXANDRIA – VEN-CON #4

Suggested Activity:

- Voting for the initial Advisory Council to start term on July 1, 2025

DEFINITIONS

ADVISORY COUNCIL

A future group that will assume responsibility for the guidance of Ven-Con. The primary work of the planning committee will be to determine the selection, composition, terms, commitment, responsibilities of this council. This council is expected to be selected in April 2025 and begin its work on July 1, 2025.

PLANNING COMMITTEE MEMBER

A volunteer who fits the criteria and who commits to the responsibilities and objectives of the committee outlined below. This role is expected to be active through July 1, 2025.

VEN-CON FOUNDING ORGANIZERS

501Works and PerByte

VEN-CON CONSTITUENTS (“CONSTITUENTS”)

Currently marketed towards technology vendor and consultant organizations in the Association Technology space.

VEN-CON GENERAL MEETING (“GENERAL MEETING”)

An open meeting where any Ven-Con constituent can join. The current plan is for virtual meetings to occur monthly with live meeting 2 – 3 times per year depending on group preference. Constituents may send multiple people with no expectation of frequency or consistency.

General Meetings to date:

- November 2023: AMSFest focus groups
- April 2024: Alexandria meeting
- June 2024: Chicago meeting
- August 2024: Virtual meeting

VEN-CON GENERAL MEETING ATTENDEE (“ATTENDEE”)

A person who attends a General Meeting, an attendee has no commitment to regular attendance.