

PROPOSED TITLE

Vision (21) Conference & Expo

CONCEPT SUMMARY & MARKETING PLAN

“Vision: a thought, concept, or object formed by the imagination”

The American Library Association will premiere the **Vision (21) Conference & Expo** in January 2021. The official dates are January 22-26, 2021 and the event will take place in Indianapolis, IN. Vision (21) is designed to motivate, inspire and engage discussions that will shape the future of libraries and their communities.

Objectives

To provide unique offerings and allow attendees to determine the most relevant content for their continuing education, the conference will bring together two important conversations – *Leadership, Strategy and the Future* and *Books, Media, and Authors*. These two broad content streams will utilize multiple formats: information sessions (speakers and panels), interactive workshops for collaborative and hands-on learning, “campfire” discussions, facilitated convening designed to generate conversation among participants, across perspectives.

Leadership, Strategy, and the Future

Focuses on both the topics (what to know) and the skills (how to know) that library professionals need to lead for the future. This track will feature educational sessions, workshops, and discussions that explore new and emerging trends, innovation and ideation, problem-solving, and teamwork and collaboration.

Books, Media, & Authors

Focuses on the traditional core of libraries – books, literacy, multimedia collections, and more. A perfect complement to the Youth Media Awards, Andrew Carnegie Medals Announcements, and RUSA Book and Media Awards Ceremony and Reception, these sessions will explore the collection, promotion, and evaluation of books, media, and other resources for children, teens, and adults.

Additional Features

- **ALA Gives Back:** The new event will incorporate a service initiative as giving back to the local community is a rewarding enhancement to a conference experience. A local affiliate will be designated as a site for a hands-on community service opportunity encouraging staff and registrant participation.
- Other features are being discussed as potential additions to be incorporated into the new event.

Goals/Expectations

- Launch Vision (21) as leadership focused event that offers ALA members an experience that is distinctively different from the ALA Annual Conference
- Offer a schedule for Vision (21) that provides access and opportunity for collaboration and cross learning from peers and thought leaders

- Encourage content proposals that include a higher-level education conversation, hands-on interaction, trend-scanning information, and speculative design concepts
- Encourage content submissions from exhibitors as they have been well received at the Symposium on the Future of Libraries
- Create meaningful education and networking platforms that encourage connections during the Expo with the exhibitors that provide products and services to ALA members

Target Registration

- Attendees: 3500
- Exhibitors: 1000

Target Audience Segments

- Past ALA Annual Conference and Midwinter attendees
- Past ALA Annual Conference and Midwinter exhibitors
- Members within 200 miles of conference location
- Library directors
- Members who have not previously attended annual
- First time attendees from annual conference 2019 and 2020

Look & Feel

- Website capturing the components (color/font/shapes) depicted in the theme graphic imagery (leadership, technology, celebration/awards)
- Graphic design should be consistent across all Vision (21) collateral, attendee and exhibitor promotional materials, electronic communications, publications, and signage

Call for Proposals

The call for proposals will seek three distinct types of sessions which embrace the “what to know” and “how to know” themes. A final decision on the format and schedule will be completed by **June of 2019**.

- **Information Sessions** - A traditional theater room set with a front of room podium and/or speakers’ table that provides focused consideration of a specific trend, topic, or issue with available time for questions and answers from the audience. These sessions are especially useful for focusing attendees’ attention on what they need to know now to make sense of the future.
- **Workshops** – An interactive room set with rounds or tables that encourages collaborative discussion or hands-on learning. These sessions provide time for instruction but allow attendees to engage in active learning through discussion, activities, or other constructive learning. These sessions are especially useful for focusing attendees’ attention on how they can be more strategic, effective in leadership, or proactive in using foresight tools or strategies.
- **Discussions** – A “campfire” room set with a facilitator in the middle with the audience in the round. These sessions are designed to spark conversation across participants – a lead discussant or facilitator poses questions or prompts (15 – 20 minutes) and encourages participants to share their perspectives and insights.

Marketing

With the sunseting of Midwinter in 2020, there will be an extended period for the marketing and promotion for the launch of Vision (21). The marketing to ALA membership will follow the targets below as a **guide** (subject to change) for the promotion schedule.

- Promotion Teaser: June 2019
- Official Announcement: Fall 2019
 - Registration and Exhibit Space pricing
- Call for Proposals Open: February-April 2020
- Registration/Housing Opens: March 2020
- Proposal Review: May-June 2020
- Announce Program: August 2020

Communication Strategy

Each of the following should be clear and concise, directing recipients to the Vision (21) website using links and buttons. The website will have the most comprehensive information regarding the conference until the mobile app is launched closer to the time of the event.

- Email (internal and registration vendor)
- ALA.org homepage
- American Libraries (monthly ad, feature articles)
- Material marketing (printed collateral)
- Cognotes