**TO:** PLA Board of Directors

**FROM:** Melissa Johnson, Conference Manager

Angela Maycock, Manager, Continuing Education

**RE:** PLA 2022 Update

**DATE:** February 25, 2022

**ACTION REQUESTED/INFORMATION/REPORT:** Report

PLA staff are making final preparations for PLA 2022 in Portland, OR, along with an expanded virtual conference.

**Registration & Housing**

As of Wednesday, February 23, there are 3,226 full conference attendees registered for the conference, compared to approximately 5,500 full conference attendees registered at the same time for Nashville in 2020.

The housing block is at 79%, with a total of 8,436 room nights sold and 2,252 reservations booked on peak. In 2020, overall block was at 88%, with 4,019 reservations booked on peak.

**Exhibits**

There are currently 199 companies confirmed to exhibit in 435 booths at the conference, compared to 298 companies in 667 booths at this time for Nashville in 2020. Most 2022 events are finishing around 70% of their pre-covid events, which PLA is on track to reach.

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**Financials**

Below is a “back of the envelope” view of the major conference revenue categories as of February 24, 2022, based on reports from our registration and sales vendors.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Budgeted** | **2-24-22 Actual** | **Variance** | **% Variance** |
| Registration | 1,512,500 | 1,209,237 | ($303,263) | -20% |
| Preconferences | 115,000 | 58,595 | ($56,405) | -49% |
| Virtual Conference | 80,000 | 246,959 | $166,959 | 209% |
| Exhibits | 1,212,500 | 1,171,138 | ($41,362) | -3% |
| Sponsorships | 100,000 | 58,250 | ($41,750) | -42% |
| **Totals** | **3,020,000** | **2,744,179** | **($275,821)** | **-9%** |

Although most revenue categories are lagging behind, we feel that we will end close to budget for registration. Virtual Conference registration has exceeded expectations significantly and continues to gain. We do not expect a further uptick in exhibits revenue in the coming weeks. It should be noted that despite the loss of a number of publishers as exhibitors, exhibit revenue performing well considering the ongoing uncertainty surrounding COVID.

Up to date expense information is not available at this time, however, a number of unanticipated COVID-related expenses will be incurred. These include:

* SafeExpo vaccine verification pre-show and onsite services
* Additional temps to staff verification area onsite, deliver gentle masking reminders
* Overall rise in costs of goods & services due to the pandemic

**COVID-19 Safety Measures**

PLA will require proof of COVID-19 vaccination or a negative COVID-19 test for all participants attending PLA 2022 at the Oregon Convention Center. PLA is working with SafeExpo to manage key elements of the onsite health and safety plan, including COVID-19 vaccination credentialing and testing. Information about how to submit vaccination card to Safe Expo’s secure vaccination portal will be sent out two weeks before the conference. For negative COVID-19 tests, the Safe Expo team will verify them onsite.

Masking will be enforced for all indoor PLA events, even if the Oregon mask mandate is lifted prior to or during the conference. ALA legal counsel concurred that PLA will be following best practices with all COVID-19 safety precautions, as well as consistency in practices promised to registrants.

**Special Event Speakers**

The following speakers are confirmed for special/meal events:

*Opening Session –* Luvvie Ajayi Jones

*Children’s Author Breakfast –* Dhonielle Clayton, Alex Gino, Rex Ogle, and Traci Sorell

*Big Ideas Thursday –* Brittany K. Barnett

*Thursday Author Lunch* – Clothilde Ewing

*APA Press Play –* **Jordan Ifueko, Gildart Jackson, Sonia Manzano & Brian Selznick**

*Big Ideas Friday –* Amy Schneider

*Friday Author Lunch* – Linda Holmes

*Closing Session –* Kal Penn

**Conference Programming**

The PLA 2022 Conference Program Subcommittee reviewed 439 proposals for educational sessions and accepted a total of 99 programs and four preconferences for presentation in Portland. An additional four programs and one preconference on topics of strategic priority were subsequently added by PLA staff, along with one preconference organized by the Oregon Library Association, for a total of 103 programs and 6 preconferences.

The ongoing COVID-19 pandemic has raised challenges and concerns for many presenters of accepted educational sessions. In spite of this, we are pleased to report that only one program has had to cancel, due to serious illness, and the remaining slate of accepted programming is expected to be presented for PLA 2022 Conference attendees. Some sessions will be accommodated with adjusted speaker panels, including some panels where an offsite speaker will contribute via brief prerecorded video presentation. Other sessions were able to shift to virtual-only participation via our expanded

Virtual Conference (VC).

The PLA 2022 VC schedule has been extended to offer live programming across all three days of the in-person conference, and with two concurrent tracks of educational programming. As with the in-person conference schedule, programs will be offered during 11 time slots across three days. For the first time, VC attendees will have two sessions to choose from in each time slot, including a virtual-only track for sessions that are unable to join us in Portland. The VC will offer 22 educational sessions, more than double the programming that was offered at the last PLA Virtual Conference (10 sessions for PLA 2020). In addition, all PLA 2022 full conference registrants will receive access to the live Virtual Conference and on-demand access to its recorded programs for one year.

To learn more about educational programming at PLA 2022, please visit the conference website at [placonference.org/programs.cfm](https://www.placonference.org/programs.cfm) and [placonference.org/preconferences.cfm](https://www.placonference.org/preconferences.cfm). For more information on the Virtual Conference, please visit [placonference.org/virtual\_conference.cfm](https://www.placonference.org/virtual_conference.cfm).

**Special Activities**

***My People’s Market*** *– local EDISJ partnership*My People’s Market is a welcoming marketplace re-imagined as a gathering of Portland’s diverse and vibrant entrepreneurs, artists, and community members. My People's Market is a collaborative event organized by Travel Portland and Prosper Portland. The marketplace is aimed to advance opportunities for business owners of color by connecting them to the travel industry and other professionals who can help expand and scale their businesses.

***Intellectual Freedom Forum***   
In this time of increased challenges to core library values and expertise, PLA is hosting multiple sessions to share resources and build connections in support of intellectual freedom. Drop in to connect with peers and share strategies for navigating challenging times.

*Career Center*

The Career Center, in the Exhibits Hall, will have coordinated events at select times, including the Career Fair, résumé reviews, interview practice, and mini-mentoring, but will remain open during conference hours to enable job posting or impromptu interviews.

***Giving Back***Attendees will have the opportunity to make homemade cards in the exhibit hall for the local Meals on Wheels program.

***Library Experiences***

**EQUITY, INCLUSION AND BELONGING: MORE THAN JUST WORDS**  
Join Multnomah County (OR) Library friends at PLA to learn about their work to center equity, inclusion, and belonging as the foundation for lasting, transformational change. Learn about actions their library is taking to manifest this commitment. Enjoy a cup of tea in their BIPOC affinity space; learn about creating these for your staff; hear about centering equity, inclusion, and belonging in outreach, community engagement, marketing and communications, recruitment, and more.

"OUR WISHES" AT PLA 2022  
This year, Anythink Libraries (Adams County, CO) brings artist [Alejandra Abad and her "Our Wishes" project](https://alejandraabad.com/project/our-wishes/) to PLA 2022 in Portland. As part of "Our Wishes," a collaboration between Anythink, Abad, and the Boulder Museum of Contemporary Art, messages of hope were crowdsourced from the Thornton, CO, community and placed on beautiful flags displayed throughout the library. Learn how partnerships with local artists and organizations can help libraries make art accessible and amplify community voices during this immersive installation. Attendees are invited to relax, reflect, and write their own messages of hope in the space while connecting with Abad and Anythink staff.

**OVERDUE**  
Check in with Richland Library (Columbia, SC) as they recreate their famous Overdue event—celebrating a little bit of South Carolina creativity in the Pacific Northwest. Check out their interactive arts, crafts, virtual reality, and live music from THE Dubber, one of their Artists-in-Residence.

**PLA STRATEGIC GOAL LINK**

TRANSFORMATION   LEADERSHIP  ADV. & AWARENESS  E.D.I.S.J.  ORG. EXCELLENCE