

Building PMJA2026: Goals from 2025 Retro

- IMMEDIATE
- SHORT-TERM
- ONGOING
- STRATEGIC



Elevate the Attendee Experience

Streamline Operations

- **Standardize daily start times** across all days to reduce confusion and improve shuttle coordination
- **Improve pre-conference communication** about venue guidelines, accessibility features, and daily logistics
- **Improve materials collection** from presenters by creating deadlines and submission processes while keeping everything in-app

Smart Session Management

- **Create session conflict prevention** process with topic tagging during proposal review to flag potential overlaps
- **Establish scheduling change protocols** requiring conflict checks when sessions need to move (prevent speaker double-booking)
- **Right-size rooms** by implementing attendance prediction based on session type, speaker draw, and historical data
- **Create dedicated co-working space** available for attendees

Focus on Inclusion & Belonging

Expand Affinity Programming

- **Continue early career programming** building on successful affinity group format with dedicated time and space
- **Improve Knowledge Exchange** program by focusing on better matching between participants rather than top-down assignment

Celebrate Community

- **Continue award speeches** throughout the conference to celebrate achievements and maintain community recognition
- **Maintain festive social events** that encourage participation and created positive energy

Accessibility & Inclusion

- **Create venue accessibility checklists** for each location covering doors, restrooms, seating, AV access, and mobility paths
- **Update dietary restrictions system** to multi-select format including specific allergen categories beyond current single-select options
- **Clearly label sponsored vs. non-sponsored content** throughout conference materials and signage

Expand Conference Reach & Impact

Strengthen Local Connections

- **Increase local content** through location-focused sessions and local media partnerships
- **Continue featuring local attractions** for reception experiences
- **Feature local food specialties** which received strong positive feedback from attendees

Scale Session Programming

- **Prepare for increased session proposal volume** with improved board review processes for combining and evaluating submissions
- **Maintain session variety** and quality while handling growth in submissions
- **Continue downloadable resources** availability across sessions through improved presenter coordination

Maintain First-Timer Growth

- **Maintain 50%+ first-timer attendance**
- **Continue "next generation" focus** in programming and speaker recruitment
- **Leverage Opening Doors** integration success to encourage cross-generational networking

Ensure Long-Term Success

Revenue & Partnerships

- **Refine sponsorship model** with improved labeling in schedule and appropriate sponsor placement
- **Strengthen national public media partnerships** for cross-promotion and speaker recruitment

Technology & Comms

- **Create plan for collecting presenter materials** to streamline session resource availability
- **Continue text messaging** system for real-time updates and logistics communication
- **Improve Slack channel** utilization for better community engagement and communication

Planning Process

- **Address advance planning challenges** to maintain relevance when planning 6+ months in advance
- **Create contingency planning** protocols for schedule changes, session swaps, and unknown factors
- **Establish earlier communication timelines** with speakers and panelists to maintain relationships

Don't forget...

Program Excellence

- Continue keynote curation that "meets the moment" with timely, relevant speakers
- Opening Doors positively changed conference atmosphere and encouraged networking

Community Building

- Preserve supportive, open conference atmosphere that achieved "least clique-y" feeling
- Maintain balance of personal and professional content that attendees appreciated

Operational Details

- Establish clear lost and found protocols with prominent communication about location and process
- Ensure all speaker credentials and ribbons are prepared and distributed before arrival day
- Create comprehensive venue guidelines for speakers, staff, and attendees

Success Metrics for #PMJA2026

- **Maintain 50%+ first-time attendee rate** while achieving overall attendance growth target
- **Achieve 95%+ satisfaction rating** for the overall event experience
- **Implement session resource collection** system reaching 75% of sessions
- **Prevent scheduling conflicts** for speaker double-booking
- **Launch 2+ new affinity group programs** based on attendee interest