Building on Success: Goals from the Indy & NYC Retro

Carrying forward into Austin & San Francisco, and future events

Immediate · Short-term · Ongoing

PMJA · NEAR + NOW

Elevate the Attendee Experience

Reliable Operations — IMMEDIATE

- Collect feedback in the room, at the end of the event day
- Develop a setup and readiness checklist for every event, so nothing is assumed to carry over from one to the next

Balanced, Well-Rounded Programming — SHORT-TERM

- Design closing sessions that send people home confident they can put what they learned into action, and energized to bring it back to their newsroom or organization
- Give every session a concrete, tangible takeaway

Focus on Inclusion & Belonging

Lower the Barrier Across Roles — SHORT-TERM

- Look for ways to make it easier for every role to speak up and engage fully, regardless of who else is in the room
- Design and frame content so every role feels it was built for them

Proactive Welcome — ONGOING

- Design the welcome itself, venue layout, arrival moment, and event format, so every attendee finds it easy to connect from the first minute

Expand Reach & Impact

Deepen Local Partnership — SHORT-TERM

- Secure a committed local partner well ahead of each event, preferably before venue and dates are locked in
- Build a running list of potential regional partners to draw from for each event
- Build deep, multi-level partner engagement into the standard model for every event, while staying nimble enough to adapt to changes

Measure True Reach — ONGOING

- Recognize wraparound content, webinars, resources, and other extended learning, as a core part of the series' reach
- Proactively identify the barriers different members face in reaching an event, and use that to improve accessibility

Ensure Long-Term Success

Sponsorship & Revenue — ONGOING

- Identify the sponsorship exposure point, the level of funding below which an event stops breaking even, so the model's real risk is known
- Build the case for PMJA's value to sponsors and partners year-round, independent of any single event or format

SUCCESS METRIC GOALS

30% In-room survey completion
Up from 16% at last year's annual conference

95% Felt welcomed and included
Indianapolis already reached 97%

95% Overall satisfaction rating
Matches the bar set for #PMJA2026

Based on the Indianapolis & NYC retrospective, September 2026

PUBLIC MEDIA JOURNALISTS ASSOCIATION