LEAVE WITH JOY
Goals from the #PMJA2023 Retro

PMJA
2023 CONFERENCE
SAN ANTONIO **JUNE 21 – 23**

Generate positive revenue for PMJA

- Budget to cover expenses through registrations
- Increase sponsorship income
- Use conference add-ons to cover costs
- Explore other revenue streams
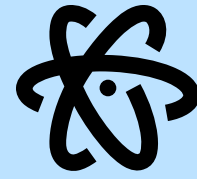
Double down on skill development

- Increase content for early career
- Require defined take-aways for sessions
- Increase hands-on sessions
- Create space for inspirational listening

Elevate PMJA standing in the field

- Use theme to frame communications
- Position #PMJA2024 as "can't miss"
- Increase outreach to non-members/local
- Increase first time AND return attendees
- Expand sponsorship pool
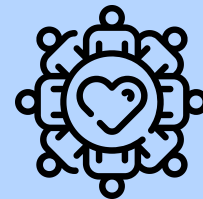
Create welcoming community

- Begin mentoring recruitment at registration
- Find more opportunities for peer-sharing through networking
- Consider leadership networking with a partner organization or sponsor
- Add a networking meal on day 2
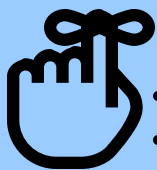
So much to remember...

- Keep hotel + venue close
- Local culture & entertainment is important
- Volunteers and local involvement improve everyone's experience
- Tighten the grid, but add downtime
- Remember the strategic decision for attending streamed sessions
- We can never communicate too much
- But...right message to the right audience at the right time

PMJA
PUBLIC MEDIA JOURNALISTS ASSOCIATION