Anti-trust

❖ **No attendee shall engage in antitrust behavior, such conduct includes:**

  ❖ Agreements or implicit understandings reached as to pricing, even as to price "floors" or price "ranges" and not specific, individual prices.

  ❖ A contractor's present and future prices, pricing policies, terms or conditions of sale including credit terms, discounts, or upcoming bids;

  ❖ A contractor's cost of operations, profit margins or mark-ups;

  ❖ A contractor's specific marketing strategies, capacity, production quotas, output decisions, purchasing information and strategies, sales revenue and volume, or research and development plans;

  ❖ Agreements not to compete;

  ❖ Boycotts or blacklisting; and

  ❖ Allocation of customers or sales areas.

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Ground rules...

❖ All experiences in the room are valid and **welcome**

❖ Speak from your **experience** not from others

❖ All voices in the room are *invited* to contribute –
    (lean back vs. lean in)

❖ Have and open mind and be *curious* –
    (not a typical engagement for our day to day, get what you
    give)

❖ A **report** out will be created – no individual attribution without
    written consent

Common Vocabulary...

- **Our Industry** – the association technology space

- **Association's technology project** – a major platform implementation for an association of any size (e.g. CRM, AMS, LMS, finance, website)

- **The Journey** - an association's technology life cycle: preparation, selection, discovery & design, implementation, launch, post implementation support & growth

- **Vendor** – organization that publishes software intended to serve as an AMS/CRM for an association

- **Consultant** – an independent organization providing professional services to association clients

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Today's Agenda

1. Review how we got here: previous meetings and vision **(Why)**

2. Creative Commons proposal for information sharing among vendors/consultants **(How)**

3. Small groups discussions and report out **(What)**

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How did we get here?
Fall 2023…

How could greater collaboration between vendors and consultants help make associations more successful in their technology

April 17, 2024 in Alexandria, VA...

What are the driving factors you have seen that put an association's technology project at risk of failing?	What are the current practices you have seen in our industry that perpetuate these risk factors?	What could we (vendors and consultants) do to drive positive change in our industry?	Prioritized 3 conversations: 1. Selection Hell 2. Successful Technology Adoption 3. Misalignment	Association Executive Panel

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Our Ven-Con Vision (Why)

"Leverage the collective wisdom of Association Technology Vendors and Consultants to drive positive change in our industry."

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Framework for Sharing (How)

❖ Use Creative Commons as the mechanism for licensing

❖ Create a mechanism which protects the groups collective output while empowering the Ven-Con vision

❖ Proposed goals for sharing are:
   1. Ensure that artifacts produced collectively through Ven-Con are generally protected and not subject to claim by any participating organization.
   2. Ensure that when the artifacts are used by the community, they are attributed to the collective effort of the group.
   3. Allow for members of the community to use, extend, incorporate and distribute Ven-Con artifacts for commercial purposes as long as the attribution rules are followed.

❖ Work with stakeholders (all organizations that have attended Ven-Con) to adopt a policy by the close of 2024.

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Creative Commons Links

❖ Deed (Summary):

https://creativecommons.org/licenses/by/4.0/

❖ Full License:
https://creativecommons.org/licenses/by/4.0/legalcode.en

You are free to:

Share — copy and redistribute the material in any medium or format for any purpose, even commercially.

Adapt — remix, transform, and build upon the material for any purpose, even commercially.

The licensor cannot revoke these freedoms as long as you follow the license terms.

Under the following terms:

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What?...(let's experiment together!)

❖ **"Selection Hell" => "Ven-Con Acquisition Best Practice Guide"**

❖ What is essential when writing, reviewing, or responding to an RFP?

❖ What should associations avoid when writing an RFP?

❖ What could improve the RFP process?

❖ Organize each of your thoughts on post-its (one thought per post-it!):

  ➢ Green Post-it: an essential / a must to include / must do

  ➢ Yellow Post-it: a question / wondering / curiosity / caution

  ➢ Pink Post-it: a pitfall to avoid

❖ Read post-its to group one at a time, clustering similar comments / ideas. If time allows, then "title" your clusters

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What?...(let's experiment together!)

❖ 15 minutes: Respond to the questions individually (writing on your post-its)

➤ try to limit each color to your most important five ideas

❖ 15 minutes: Read each post-it aloud, holding conversation, begin to cluster post-its as you add to the previous participants

❖ 15 minutes to have open conversation, rearrange clusters, combine, and title

❖ Select a Reporter to read the titles / key insights back to the entire group

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Where are we going...

❖ Propose a standing monthly open hours Ven-Con zoom call where any interested participant could join to:

➢ Discuss and refine "Ven-Con RFP Best Practice Guide"

➢ Submit a draft to the group for a working comment period

➢ Review comments and revise draft

➢ Discuss emerging engagement / adoption guidelines

➢ An in-person meeting on November 18, 2024 (prior to DC AMSFest) where the final draft could be adopted

Evaluation / Closing Remarks

THANK YOU!

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