Today's Agenda

1. Ground Rules
2. How did we get here?
   a) Organizer's **Aspiration**
   b) Recap of previous meetings
   c) Who is on the screen **today**
3. Towards Governance **5Ws and an Advisory Council Proposal**
4. Breakout **conversations**
5. Report back and **next steps**

Ground Rules - 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.

Ground rules - Conversations

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

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

❖ All voices on the screen 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)

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

Organizer's Aspiration:
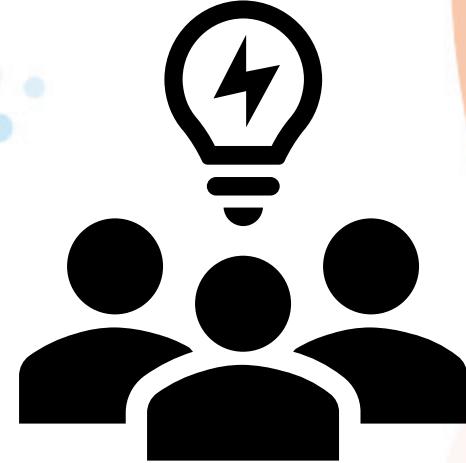
Create a space where the collective wisdom of Association Technology vendors and consultants could be leveraged to drive positive change in our industry.

Fall 2023...

13 consultants and 11 vendors
45 min facilitated conversations

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

April 17, 2024 in Alexandria, VA...

11 Consultants & 14 Vendor Organizations

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

June 11, 2024 in Chicago, IL...

15 Consultants & 13 Vendor Organizations With 20 New Attendees

Reviewed what happened in Alexandria

Presented a proposal for use of Creative Commons and attempted to "experiment" with collaborative resource generation

PIVOT!
The group was not ready to experiment, so organizers regrouped

Small group conversations around "How" we could create this space to turn conversations into action

Take away was the collective's energy to discuss potential governance of this group and organizers committed to a virtual engagement

Who is on the screen today?

- 35 participants registered (+6 organizers)

- 18 vendors, 17 consultants

- 19 people who are **NEW** to the conversation

  - (10 vendors / 9 consultants)

- 16 people attended at least one previous event

  - (8 vendors / 8 consultants)

Towards Governance – The 5 Ws

Who is Ven-Con?

Ven-Con is a combination of the words Vendor and Consultant and focuses on those who specialize in providing AMS/CRM services to association and non-profit clients. The following are general definitions for Vendors and Consultants:

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

- Consultant – an individual or independent organization focused on providing professional AMS/CRM services to association clients

Towards Governance – 5 Ws

What is Ven-Con?

Ven-Con is a group for AMS/CRM vendors and consultants who service the association and non-profit community. The group allows opportunities for networking, collaboration, and the creation and implementation of standards across the industry.

Towards Governance – 5 Ws

When will Ven-Con Meet?

Ven-Con meetings will follow a monthly or quarterly schedule based on the type of meeting:

- General Assembly – Quarterly
  - Ven-Con will conduct quarterly General Assembly meetings to allow for maximum participation and effectiveness.
  - Purpose of quarterly meetings:
    - Receive updates on and react to Advisory Council activities
    - Help identify Ven-Con projects and initiatives
    - Participate in facilitated discussions
    - Network with group members
- Ad-hoc meetings can be scheduled as often as needed based on the formation of committees, working groups, social events, and other relevant activities.

Towards Governance – 5 Ws

Where will Ven-Con Meet?

Ven-Con will provide opportunities to meet virtually and in-person throughout the year. Where possible, live meetings will be standalone events and/or scheduled to coincide with other industry events that Ven-Con stakeholders attend (e.g. ASAE Annual, AMS Fest, MMCT, etc.).

- Virtual meetings
    - Allow for wider participation regardless of location and time zone restrictions
    - Provide opportunities for more frequent meetings
- Live meetings
    - Allow for networking and face-to-face interaction
    - Can be scheduled in conjunction with other industry meetings

Towards Governance – 5 Ws

Why should we create Ven-Con?

The purpose of Ven-Con is to provide opportunities for association technology Vendors and Consultants to drive positive change in the industry by addressing issues specific to Vendor, Consultant, and client needs. By fostering a culture of collaboration, knowledge-sharing, and collective expertise, we aim to redefine the practices for selecting, implementing, and managing AMS/CRM systems to make positive outcomes more achievable for all stakeholders, regardless of organization size or budget.

Proposed Advisory Council

Ven-Con will be managed and guided by an Advisory Council with a mix of vendors and consultants.

- The proposed Advisory Council will:

  - Consist of 7-11 seats

  - Represent the diversity of the General Assembly in terms of the size of organizations that the Council members represent

  - Allow for only one representative per organization to serve at any given time

- Advisory Council – Monthly Meetings focused on:

  - Track progress towards Ven-Con projects and initiatives

  - Identify potential topics for Ven-Con vision

  - Develop agenda for quarterly General Assembly meetings

Proposed Advisory Council Duties

Our goal is to have the Advisory Council to be a reasonable time commitment with a goal of it taking no more than a few hours per month. The basic commitment will include:

- Monthly Council meetings

- Attend virtual and live general Ven-Con meetings to promote our efforts

- Show a strong commitment to advancing the mission/vision of Ven-Con

- Discuss how council members will be selected initially and long term

Small Group Prompt

Via structured conversations in three groups…

Attendees who are new to these conversations (Thomas / Donna)

Returning Consultants (Olivia / James)

Returning Vendors (Kim / Josh)

Considering the proposal towards governance. . .

What do you affirm?

What do you question?

What red flags do you see?

Small Group Instructions

What to expect when you land in your breakout room. . .

Each group will have a facilitator and a note taker

The zoom "notes" function will be used for you to follow along if you like

5 minutes of individual reflection on the prompt(s)

The facilitator will call on participants ("pass for now" option available)

The notetaker will keep time and wave a post-it to prompt attendee if needed

Each person shares what surfaced for them without comment / response

Identify 1 participant who is willing to report "key themes" to group (~3 min)

Open conversation with time remaining

Temperature Check

Via the Zoom Polling function:

Based on your participation thus far in Ven-Con:

How important do you find this initiative to be for the association/non-profit technology industry?

How much do you agree: these engagements are creating spaces for greater collaboration between vendors and consultants?

Evaluation / Closing Remarks

THANK YOU!

Please click evaluation link in Chat.