

## Digital Notes for 2021 AGO Regional Convention Coordinators

### The Convention Buyer: Program, Program, Program! by Jason Charneski

1. Approach planning your program to the ways you look to sell a home. What is the first thing the buyer is concerned with: location, location, location. Therefore, what about the location (and all venues) of the convention makes it a “must-buy?”
2. Now, thinking about the property itself (i.e., the program), what are the amenities that will make it so appealing that the buyer cannot but make an offer?
3. Does the program offer excellent value (value is not necessarily the most bang for the buck). Values to consider: excellence in
  - artistry
  - sharing of knowledge and expertise
  - opportunity for people to connect make friendships,
  - network, ask questions;
  - determining the right schedule so that people don't get overtired;
  - offering vendors and exhibitors continuous access to convention attendees (official exhibit times AND having the schedule built such that exhibitors can attend other convention events so as to enable additional networking/business transactions);
  - transportation and hospitality;
  - fostering a community/convention that celebrates and affirms diversity (the parameters stated in the Guidelines must be honored).
4. What in your program will be of value to young organists? How might you involve them more? Remember, they are the future of the Guild!!
5. The survey results from that administered by the marketing and membership task force demonstrate a need to be mindful of the practical and the academic. Scholarship is important; but, so too, is encouraging and empowering the amateur organist.
6. Think about the larger community. Publicity about the convention never is a bad thing!
7. We return to the property-on-the-market metaphor. You've built your dream home and now you need to sell it...