

MINUTES OF CONFERENCE DIRECT DEMONSTRATION DECEMBER 8, 2020

Voting Members Present: Peter Cullen Bryan, Brenda Boudreau, Amie Doughty, Colin Helb, Helen Lewis, Camille McCutcheon, Kathy Merlock Jackson, Sue Matheson, David Moody, Debbie Phillips, David Silverman

Non-Voting Members Present: Lynn Bartholome, Gary Burns, Philip Simpson, Mary Beth Ray, Carl Sederholm and Colleen Karn

Visitors: Tony Savorelli, Richelle Luckow, Sheila Yarnell, Robin Hershowitz

Richelle Luckow, the Director of Virtual Events for Conference Direct, gave a demo of two different platforms and highlighted various features of each one, emphasizing ease of use, reliability, and various features that might be used by the PCA.

Both are Zoom based and sessions can be offered in various ways, including pre-recorded videos, live sessions and interactive sessions. The first platform was Swapcard. The final presentation was on Pathable, which has a support team that will help build the platform and train users and will offer support the days of the conference.

Concerns expressed by Board members included such things as multigenerational attendees, different time zones, and the features of the platforms that PCA would be unlikely to use such as sponsors or gamification. Because of these concerns about the ease of use, board members seemed to think that Pathable might be the best option.