

Trade Secrets Analysis and Event Management Plan

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Executive Summary

Trade Secrets is a two-day conference created over ten years ago for music educators, to provide an opportunity for professional development and networking. Big Door, a video production company, took ownership of Trade Secrets in April 2015. In addition to increasing attendance and revenue, the new management is expanding the target audience to include college students majoring in music education.

A music-educator survey was given following the 2015 event. This survey was designed to collect feedback from participating and non-participating music educators about their desired improvements to Trade Secrets. The results of this survey indicate the top changes to consider, primarily, moving the event closer to Salt Lake City and moving the date – even if only changing the days of the week on which it is held. As a result, the event plan for 2016 has the dates tentatively scheduled for June 16–17, Thursday to Friday.

Big Door has chosen to set goals for attendance and finances. The attendance goal is to have a total of 262 registered participants. This number includes staff and sponsored-rate, student-rate, and full-conference-rate participants. The financial goals are keeping the budget at or under \$32,605 and generating a total of \$34,203 in revenue.

The event is broken into manageable phases: research and plan, schedule and contracts, fundraising, marketing, registration, execution, and team debrief. The Trade Secrets Event Analysis and Management Plan assigns tasks to a team member and a due date.

Venues are being considered in downtown Salt Lake City and Provo. The venue, national headliners, and local presenters are currently being negotiated to secure contracts.

The viability of this event is being examined by reviewing the detailed information provided in the Trade Secrets Event Analysis and Management Plan. The plan provides a solid structure to base the 2016 and future events on. It also provides an outline of the tasks and schedule needed to present the conference each year.

Trade Secrets Event Description and Strategy

Event Description

Only a few professional development conferences directed specifically to music educators are held in Utah. Trade Secrets is a trade conference created several years ago by the Utah State Office of Education (USOE) to provide networking, professional development, USOE credit, and re-licensure points.

Trade Secrets is held over two days during the summer. The conference is headlined by three national experts in the music-education field: covering the band, choir, and orchestra tracks. Local educators are contracted to share their experience and perspective with their colleagues as they present workshops.

This conference is a valuable asset to the music-education community in Utah. As the executive team considers the viability of Trade Secrets, it is important to review the purpose, vision for the future, history, and goals of the conference.

Purpose and Vision

The purpose of Trade Secrets is to provide professional development and networking for music educators in the Intermountain West, primarily Utah, but teachers have attended from western Wyoming and southern Idaho.

One of the important resources for music educators is a flourishing network that creates access to colleagues of varying experience and situations. Big Door, the presenter of the conference, plans to grow the event to include not only current music educators but also college students majoring in music education. The first year of teaching is often overwhelming and can feel isolating. This conference provides an opportunity for students to develop a thriving network before entering their career and for current educators to expand their network.

The history of Trade Secrets supports the purpose and vision of this conference.

History of Trade Secrets

Several years ago, the USOE created the conference to meet the professional development needs of music educators. Presenting a conference is a costly venture. As a government agency, USOE had limited resources available to continue providing this resource for music educators.

Trade Secrets was originally held in Park City and then moved to Logan. The conference has been held at Utah State University (USU) for the last four years. Up until 2015, the conference was held over three days. Beginning in 2015, the planning committee decided to shorten the conference to two days.

The ownership of Trade Secrets is an important part of its history.

Ownership

Over the past several years, the conference has changed ownership a few times. Each change has brought a new experience for participants. Examining the ownership past and present increases the understanding of the event.

Previous Event Ownership

The USOE created the event and ran it for the first several years. In 2011, USOE decided that Trade Secrets had become a cost-prohibitive event in comparison to the participation. A passionate music educator convinced the USU Music Department that presenting this conference created an opportunity to continue providing this great resource to the music-education community.

Four years ago, USU took over management of the event. Three years ago, USU partnered with Legacy Music Alliance (LMA)— a local 501(c)3 non-profit organization supporting music education — to continue providing this resource to music educators.

The event has continued to be costly, and the participation has not matched the goals of event management. Once again, the ownership and management of Trade Secrets needed to change.

Current Event Ownership

On April 13, 2015, the CEO of LMA transferred ownership of Trade Secrets to a for-profit company, Big Door, to manage and direct the conference.

One of the objectives in Big Door taking ownership of Trade Secrets is to film all of the presentation and keynote addresses. These filmed pieces will be content for Musician's Toolkit, a Big Door product. Musician's Toolkit is designed to provide resources for music educators, in addition to other target audience members.

The 2015 conference ended on June 16, and the future of Trade Secrets depends on the market analysis and presentation of a viable event plan. Looking at past participation helps to understand the evolution of Trade Secrets.

Past Participants

Part of examining the participation of past events includes looking at the national, headlining presenters, as well as the number of registered participants. The past three events are a good indication of the current trends of Trade Secrets.

2013

In 2013, the event was held June 10–12, at USU, using the facilities and assistance of the Music Department faculty. Trade Secrets was presented in partnership with LMA.

The national presenters for this event were Professor Anthony Maiello on the band track, Dr. Edith Copley and Dr. Donald Brinegar on the choir track, and Dr. Louis Bergonzi on the orchestra track. There were several local presenters for each track as well.

The following statistics are associated with registration for 2013's Trade Secrets:

- 20 staff participants*
- 16 sponsored-rate participants — LMA members*
- 62 full-conference participants*
- 98 total registered participants*

The 2013 event statistics and information provide a good baseline for comparison in the following years.

2014

Again, USU Music Department and LMA jointly presented the 2014 event. It was held June 16–18 at USU using the facilities and Music Department faculty and staff to support the LMA staff.

The national presenters for this event were Professor Thomas Leslie for the band track, Professor Sigrid Johnson for choir, and Dr. Bob Gillespie for orchestra. There were several local presenters for each track as well.

The following statistics show growth in a few categories for 2014's event:

- *33 staff participants*
- *37 sponsored-rate participants — Legacy Music Alliance members*
- *56 full-conference participants*
- *126 total registered participants*

2015

Big Door took ownership and responsibility for Trade Secrets nine weeks prior to the event. It was held in partnership with USU Music Department, at the USU campus using the Music Department facilities. Trade Secrets was held June 15–16.

The national presenters for the 2015 event were Dr. Peter Boonshaft for the band track, Dr. Eph Ehly for choir, and Dr. Charles Laux for orchestra. There were 12 local presenters — four for each track over those two days.

The following statistics reflect the participation for this event:

- *20 staff participants*
- *13 sponsored-rate participants — LMA members*
- *56 full-conference participants*
- *89 total registered participants*

These numbers show a baseline measurement for Big Door ownership of Trade Secrets and provide a guide for setting goals and milestones for future events.

Goals and Milestones

Specific and achievable goals are being used to measure success and quantify the viability of Trade Secrets. Goals in two areas give a good assessment of the sustainability of this event: attendance and finances.

Attendance

Event attendance is a simple gauge of value held by the target audience. Attendance indicates not only the value of the conference to participants but also the long-term viability, the effectiveness of marketing, and the need (or want) of content presented. Because the attendance numbers communicate key indicators, it is important to have a goal for the number of registered participants. The main categories to track attendance for Trade Secrets are staff and sponsored-rate, student-rate (new rate for 2016), and full-conference participants. All of these combined equal the total registered participants, which is the grand marker associated with Trade Secrets.

Below is the breakout of the attendance goal for 2016 Trade Secrets:

- 25 staff participants*
- 39 sponsored-rate participants — LMA members*
- 30 student-rate participants — college music education majors*
- 168 full-conference participants*
- 262 total registered participants*

Staff participants are broken into two groups: Big Door staff and Trade Secrets presenters. Big Door has a set staff available to use, about ten. Until the number of conference participants significantly increases, the number of staff involved will not need to change. This staff total also reflects the national and local presenters who receive a complimentary registration. These presenters, about 15 participants, are considered “staff” in the attendance count because of their contribution to the conference.

The sponsored rate is a discount offered to members of LMA. LMA had 13 members participate in the 2015 event. The goal for the 2016 event is to triple the number of LMA members who participate, resulting in 39 registered LMA members. With focused attention to event advertising and communicating with educators, tripling the number of participants is easily accomplished. Each participant who registers using this option needs to have his or her LMA membership verified. Big Door will verify the memberships by contacting the Legacy Music Alliance Membership & Benefits Coordinator. Those who are not LMA members but use this option to register will be contacted to pay the difference in the registration fee.

The vision of Trade Secrets includes providing an opportunity for students to develop and grow their network, helping them as they transition from being students to their careers as music educators. The student rate was first offered as part of the 2015 event but was advertised too late to reach any college students majoring in music education. The goal for the 2016 event is to register 30 students. This number would provide a good baseline for student participation and indicate if this will be a benefit for them.

Full-conference participants indicate the participants who do not receive a discount for registration. For the past two years, there has been a consistent number of full-conference participants, 56 each year. The goal for the 2016 event is 168, which is three times the number of participants in this category for the 2014 and 2015 conferences. Each of these conferences the advertising was minimal and very last minute. Focusing on marketing the event can easily triple the number of participants.

There is a chance that a handful of participants will choose the option for single-day registration. However, full-conference registration is the preferred option, so no goals will be set for single-day registration.

When the numbers from all four categories are added together, this number equals the total registered participants. That total is the goal for 2016: 262 total registered participants.

While attendance is a good indicator of many key factors of a successful event, finances are another major gauge, so financial goals for Trade Secrets are a major consideration.

Finances

Financial goals are an important part of the long-term success of an event. A viable event will have a plan for how to cover costs and how to become profitable as well. The primary categories of financial goals for Trade Secrets will be increasing registration and sponsorship revenue and staying in or below the projected budget.

Below are the financial goals:

- *Registration: \$19,203*
- *Sponsorship: \$12,250*
- *Budget (expenses): \$32,605*

It is important to have an understanding of the target audience as the project is in the planning phase and the committee is setting goals. Responses from an event survey conducted after 2015's Trade Secrets provide insight into the target market.

Market Analysis

Music-Educator Survey Summary and Interpretation

A survey seemed to be the most logical method to collect the desired information. The easiest way to administer the questionnaire to target audience members was while participants were at Trade Secrets.

The Big Door team designed and distributed an event survey to attendees (music educators) during the 2015 Trade Secrets Conference. The survey was open to collect responses through Friday, July 3, 2015. In addition to Trade Secrets participants, feedback was desired from music educators who did not participate in the 2015 conference. This survey was distributed through the social media site, Facebook; through e-mail blasts by an event sponsor and leading Utah retailer, Summerhays Music Center; and through approximately 50 personal e-mails. This survey had a 40% response rate. The complete

responses to the exit survey are in “Appendix A: 2015 Music–Educator Survey Results.”

The following comments were the top consistent responses to the survey about Trade Secrets and will help guide the structure of future events:

1. The location is too far for easy participation: moving the conference to Salt Lake or Utah counties would increase attendance.
2. There was not enough marketing done: participants would like information and the ability to register sooner.
3. The date makes it harder to participate. Changing the conference to later in the week (Thursday and Friday), earlier in the summer, or later in the summer were all suggested options.
4. A two–day conference is the preferred length of Trade Secrets by ninety–five percent of respondents.

The survey confirms that a change is needed to increase the number of participants at Trade Secrets. Big Door was already in the process of moving the conference to the Salt Lake area— a preference confirmed in the survey.

When Big Door took over Trade Secrets — nine weeks prior to the event — marketing began immediately. However, the limited time was not sufficient to advertise the conference and registration adequately. The natural sequence of the timeline addresses this feedback. Responses were received asking that registration be available in February. This information is helpful in planning how early to open registration for 2016.

Changing the date of the conference (including the days of the week) was excellent feedback, and the event plan has been adjusted accordingly. The Big Door team was looking at extending the conference back out to three days, but the feedback stating a preference for a two–day conference by ninety–five percent of respondents was significantly influential.

The information shared in the survey responses conveys that participants want the location changed and may prefer the date being shifted — even if only in terms of which days of the week the conference is held. Participants also want more notice of the conference and the ability to access registration much sooner — even as early as February each year, during the Utah Music Educators Association’s mid–winter conference.

Using this information, the event management plan can create a strong structure for developing and executing a viable long-term conference using this information.

Event Management Plan

Event Overview

The 2016 Trade Secrets is a two-day conference tentatively scheduled for June 16–17, 2016. The event will be held in Salt Lake City or Provo, and a potential partnership with University of Utah School of Music is being negotiated.

Three national experts in music education will headline the conference, one for each of the specialty tracks: band, choir, and orchestra. The selection of the candidates is in process at this time. The local-educator presenters are chosen to share their experience and perspective with their colleagues.

Trade Secrets conference is designed to serve music educators, so it has very focused objectives.

Objectives

Beginning with the 2016 event, Big Door seeks to provide a significant resource for music educators and college students majoring in music education — a flourishing network that creates access to colleagues of varying experience and circumstances. Additional objectives generating content for its product Musician's Toolkit and presenting a profitable conference. Providing this resource is in alignment with the vision and purpose statements for Trade Secrets.

These objectives will be met by facilitating an environment conducive to creating relationships between colleagues, professionals, and students; meeting or exceeding attendance and financial goals; and responding to feedback from conference participants. Big Door plans to partner with the USOE to continue offering re-licensure points and USOE credit for participation at Trade Secrets. To accomplish these objectives, Big Door needs a clear and detailed plan.

Scope

This conference has several different phases. These phases have several tasks but do not necessarily run sequentially in a timeline.

Research and Plan

During this phase, the project manager researches the following logistical tasks – venue, national headliners, local presenters, and budget adjustment – and completes target-audience research. The event management plan is also written during this phase.

Schedule and Contracts

This phase includes scheduling the venue, meals, headliners, track planners and local presenters for each track, sending out contracts, and collecting contracts and current IRS Form W-9 forms.

Fundraising

Fundraising primarily includes negotiating with and signing contracts with sponsors and exhibitors; this is a new fundraising concept for the 2016 event. The goal is to reduce the amount of money that is spent out-of-pocket by Big Door to pay for and still provide a high-quality event.

Marketing

Big Door's marketing team will strategize with the project manager to develop and design all marketing materials and the marketing plan, during this phase. Advertising has been primarily passive the past three years.

Registration

During this phase, online registration will be made available for participants to register for Trade Secrets. Making registration available will include

- choosing a website hosting service*
- updating the website with correct event information*
- connecting the paywall*
- selecting a participant tracking method*
- publishing the website.*

Execution

The most visible phase is the actual execution of the event. This includes

- picking up national presenters from the airport
- delivering payment for presenters
- providing guest services for VIPs
- answering participant questions
- troubleshooting
- preparing the event survey
- working on other tasks that go into running the event onsite.

Debrief

This phase is the last. In the team-debriefing meeting, the project manager reviews the event and the responses to the music-educator survey; then discusses what went well and needs to be improved, as well as the team's initial insights for the next year.

Combining these phases with a specific timeline will help to ensure that the planning proceeds smoothly and the conference meets its goals.

Timeline

Below is a timeline that breaks out the phases into smaller tasks, assigns each one, and illustrates estimated durations, as well as start and finish dates. A calendar shows all of the deadlines from each phase arranged chronologically. Because the phases of this event are not sequential, using a calendar in conjunction with the timeline is the best method to guarantee all the tasks are being completed promptly. See "Appendix B: Calendar."

PHASE	ACTION OR DELIVERABLE	OWNER	DURATION	START	FINISH
Research and Plan	Administer event survey (target-audience analysis)	EmJ	19 days	6/15/15	7/3/15

	<i>Prepare “Trade Secrets Event Analysis & Management Plan”</i>	<i>EmJ</i>	<i>2 mos.</i>	<i>6/15/15</i>	<i>8/5/15</i>
<i>Schedule & Contracts</i>	<i>Negotiate agreement and schedule venue— University of Utah School of Music</i>	<i>EmJ</i>	<i>3 mos.</i>	<i>6/15/15</i>	<i>9/15/15</i>
	<i>Arrange track planners</i>	<i>EmJ</i>	<i>18 days</i>	<i>8/20/15</i>	<i>9/7/15</i>
	<i>Schedule national headliners</i>	<i>EmJ</i>	<i>3.5 mos.</i>	<i>8/20/15</i>	<i>12/4/15</i>
	<i>Send and collect contracts from all presenters</i>	<i>EmJ</i>	<i>3 mos.</i>	<i>12/1/2015</i>	<i>2/29/2016</i>
	<i>Arrange flights for headliners</i>	<i>Tressa</i>	<i>3 days</i>	<i>4/10/2016</i>	<i>4/13/2016</i>
	<i>Collect all Form W-9</i>	<i>EmJ</i>	<i>2 mos.</i>	<i>2/1/2016</i>	<i>4/30/2016</i>
	<i>Submit check requests</i>	<i>EmJ</i>	<i>1 week</i>	<i>5/1/2016</i>	<i>5/8/2016</i>
<i>Fundraising</i>	<i>Create sponsorship packages</i>	<i>EmJ</i>	<i>2 mos.</i>	<i>8/21/15</i>	<i>10/20/15</i>
	<i>Approve sponsorship packages</i>	<i>Missy</i>	<i>3 days</i>	<i>10/21/15</i>	<i>10/23/15</i>
	<i>Sell sponsorships</i>	<i>EmJ & Missy</i>	<i>8 mos.</i>	<i>8/24/15</i>	<i>4/24/16</i>

<i>Marketing</i>	<i>Draft a marketing plan</i>	<i>EmJ, Benton, & Jessica</i>	<i>2 weeks</i>	<i>10/20/15</i>	<i>11/3/15</i>
	<i>Execute marketing plan</i>	<i>Benton, Jessica, & EmJ</i>	<i>6.5 mos.</i>	<i>11/3/15</i>	<i>6/16/16</i>
	<i>Create marketing materials</i>	<i>Benton & marketing team</i>	<i>4 mos.</i>	<i>11/3/15</i>	<i>3/3/16</i>
<i>Registration</i>	<i>Choose host for website</i>	<i>EmJ & Benton</i>	<i>2 weeks</i>	<i>9/15/15</i>	<i>10/1/15</i>
	<i>Update website with conference info</i>	<i>EmJ & Benton</i>	<i>1 month</i>	<i>10/1/15</i>	<i>11/2/15</i>
	<i>Set registration price structure</i>	<i>Project Personnel</i>	<i>1 day</i>	<i>9/30/15</i>	<i>10/1/15</i>
	<i>Open online pre-registration</i>	<i>Benton & EmJ</i>	<i>1 day</i>	<i>2/2/16</i>	<i>2/3/16</i>
	<i>Contract conference services onsite event registration</i>	<i>EmJ</i>	<i>2 mos.</i>	<i>1/5/16</i>	<i>3/5/16</i>
<i>Execution</i>	<i>Trade Secrets</i>	<i>EmJ & Team</i>	<i>2 days</i>	<i>6/16/16</i>	<i>6/17/16</i>
<i>Team Debrief</i>	<i>Administer music educator survey</i>	<i>EmJ</i>	<i>2 weeks</i>	<i>6/17/16</i>	<i>7/1/16</i>
	<i>Conduct team-debriefing meeting</i>	<i>Team</i>	<i>1 day</i>	<i>7/7/16</i>	<i>7/7/16</i>

An important part of team function is having talented personnel with clearly defined roles and responsibilities.

Project Personnel

This plan outlines each team member's responsibilities, to ensure proper execution and success of Trade Secrets.

Trade Secrets Team Roles and Responsibilities

Event General Manager — EmJ Sorensen

- *Manage the event management plan in collaboration with the team*
- *Maintain and uphold the event management plan schedule: ensure work is being completed on schedule and follow up on information from team members*
- *Draft all documents for team review*
- *Design and distribute the Trade Secrets survey*
- *Submit completed event management plan to Big Door's executive team to submit to the CEO after team's final review*
- *Attend team meetings*

Director of Operations — Missy O'Gwin

- *Oversee Big Door personnel, budget, day-to-day operations, and events*
- *Attend team meetings*
- *Lead team meetings*
- *Assist with fundraising*
- *Assist with Trade Secrets*

Director of Marketing and Strategy — Benton Paul

- *Oversee Big Door marketing efforts and websites, and plan strategy with marketing team*
- *Attend team meetings*
- *Assist with Trade Secrets*

Director of Video Production — James Rust

- *Oversee the video production team*
- *Oversee all video projects*
- *Attend team meetings*
- *Assist with Trade Secrets*

Video Crew— Daxson Hale, James Terry, Jack Mergist, Tyson Henderson, Zane O’Gwin

- *Film all video projects for Big Door*
- *Record audio on all video projects for Big Door*
- *Assist with Trade Secrets*

For a team with many members, meetings are a critical component of keeping the team focused and completing goals.

Meeting Management

Team meetings are an essential component of collecting information and collaborating during a short, focused time slot. Meetings occur as needed at Big Door office headquarters in Orem or via video conference. Topics covered during team meetings include current tasks, new ideas, event debrief, research analysis, and next steps. The meeting structure follows:

- *Each meeting stays within the scheduled time— usually an hour in length.*
- *The executive sponsor from the executive team runs the meeting.*

The project manager has significant influence in the decision-making process as it relates to this project. Most decisions are made on the basis of a consensus vote, supported by the research and plan presented. In the event a team decision cannot be made, the executive team will make the final determination with the CEO. In the event a team member is unable to attend a meeting, decisions agreed upon by the group will be relayed to him or her for his or her input.

Team members are expected to contribute to the project as outlined in the project management plan or assigned by the project manager. With the large team and many variables of the event, it is important that a strategy is in place to manage change.

Management of Change

The project manager and team can quickly adjust to changes using the following options for this project:

- Adjust deadlines
- Change task assignments
- Evaluate necessity of task, and eliminate or redirect

Extra time has been provided in some of the steps to offer an opportunity to deal with the inevitable changes that will occur without unnecessarily delaying the final project. Cost is one of the major factors that cause a change of plan.

Estimate

Several factors go into creating a budget for an event. Cost and revenue are the two elements examined in this section. Each factor has been divided into subsections that summarize the potential areas for cost and revenue.

Cost

The table below outlines all of the potential categories in which Big Door would have to spend money to present Trade Secrets. These numbers are based on the costs of the 2015 event, and contingency has been added to the budget for any adjustment that might be needed due to negotiations of contracts.

Category	Sub-Totals	Amount
Venue		\$7,200
Headliners		\$7,880
Daily fee	\$4,000	
Transportation (flights)	\$2,500	
Hotel	\$1,200	
Per diem (food while traveling)	\$180	
Presenters		\$3,300
Track planners	\$1,500	
Local presenters	\$1,800	
Registration (conference services management fee)		\$3,000
Parking		\$350
IT Support		\$1,350

<i>Marketing</i>		\$1,200
<i>SWAG</i>		\$1,200
<i>Other/Misc.</i>		\$7,125
	<i>Food</i>	\$4,850
	<i>Misc.</i>	\$2,275
<i>Total Estimated Budget</i>		\$32,605

Revenue

Revenue is any stream of income related to the conference. Below is a table outlining the main categories able to generate income.

<i>Category</i>	<i>Sub-Totals</i>	<i>Amount</i>
<i>Registration</i>		\$19,203
<i>Sponsored-rate registrations</i> <i>\$79 per person, goal of 39</i>	\$3,081	
<i>Student-rate registrations</i> <i>\$39 per person, goal of 30</i>	\$1,170	
<i>Full-conference registrations</i> <i>\$89 per person, goal of 168</i>	\$14,952	
<i>Sponsorship</i>		\$12,250
<i>Venue</i>	\$7,200	
<i>Choral sheet music (JW Pepper)</i>	\$400	
<i>Break or lunch and check (Summerhays renewal)</i>	\$2,150	
<i>Other sponsorships</i>	\$2,500	
<i>Exhibitors</i>		\$1,375
<i>five exhibitors at \$275 each</i>		
<i>Merchandise</i>		\$500
<i>“Bookstore”</i>		\$875
<i>Total estimated revenue</i>		\$34,203

Evaluation

Evaluation of the project will occur in the team-debriefing meeting following 2016 Trade Secrets. The meeting will discuss the event survey, goals, and overall impression of the event. During that meeting the team will make a decision regarding the outcome of the event and recommendations will be drafted and submitted to the CEO during an executive-team meeting.

Several steps contribute to the event assessment. The first major step is to review financial goals. How accurate was the budget? How much revenue was generated?

The next step is to review the attendance goals. How many attended? How effective was the marketing in reaching the target audience?

The third step is to review the feedback to the event survey. This feedback is directly from the target audience – those who participated and some who did not.

The final step in the assessment process is to review how Trade Secrets fits with the Big Door product offerings, compare that analysis to the previous three assessment steps, and decide if the conference is still viable.

Conclusion

Trade Secrets is a two-day conference created to provide professional development and networking to music educators and college students majoring in music education. Using this Trade Secrets Analysis and Management Plan will provide a blueprint to use for the 2016 event and other events in the future. Using the goals and assessment outlined in this plan will help to determine the long-term viability of this conference. Trade Secrets is the premiere trade conference in the state of Utah. Following this structured plan helps to ensure the status of this conference and the quality of the content as a resource for current and future music educators.

Appendices

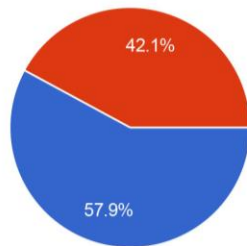
Appendix A: 2015 Music-Educator Survey Results

This section is the actual responses from the 2015 Trade Secrets event exit survey, displayed in graphs and tables, from an analytics program.

19 responses

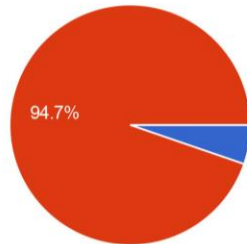
Summary

Did you attend the 2015 Trade Secrets conference?



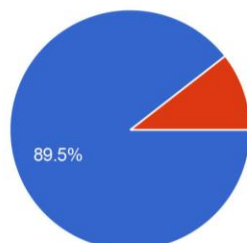
Yes	11	57.9%
No	8	42.1%

How many days do you prefer for Trade Secrets?



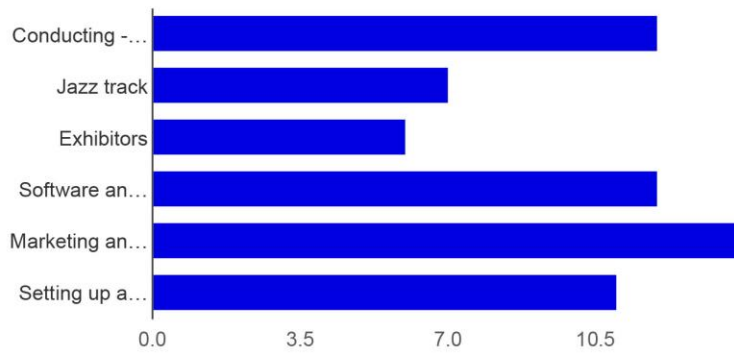
1 day	1	5.3%
2 days	18	94.7%
3 days	0	0%
Longer than 3 days	0	0%

If the conference were held in Salt Lake City would it make it easier for you to participate?



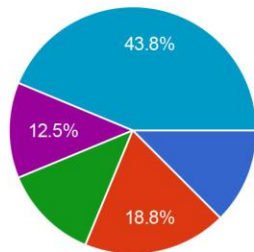
Yes	17	89.5%
No	2	10.5%

What other elements would you like to see as part of Trade Secrets?



Conducting - seminar or mentoring	12	66.7%
Jazz track	7	38.9%
Exhibitors	6	33.3%
Software and technology in your classroom	12	66.7%
Marketing and PR for your music program - connecting with the community	14	77.8%
Setting up a parent organization	11	61.1%

Would you like to see live performances as part of Trade Secrets and what types??

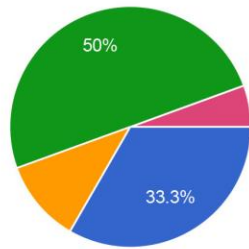


Small ensembles	2	12.5%
Local groups	3	18.8%
Symphonic/orchestra/choral	0	0%
Top school groups	2	12.5%
Commercial music	2	12.5%
No thank you	7	43.8%

List the top three topics you'd like to see addressed at Trade Secrets.

Music reading clinic - play possible concert pieces to help us learn about more good music possibilities
 Community partnering on the junior high level
 Guitar in school Continuity elem - high school Why music ed has value
 Building community support Fundraising Rehearsing Your Ensemble 101
 Guitar education and balancing it within your program. Beginning Band--starting students out from day one
 Choir--changing boy voices and how to help them
 STEAM vs STEM Keeping Music Alive Commercial music career emphasis
 Instrument repair (on site tips-not how a shop does things necessarily) Conducting Jazz
 Elementary music. Orff. Music education advocacy.
 Recruiting for junior high and/or elementary schools. Conducting and score study Rehearsal technique
 Motivating students Teaching intonation in Jr High Tricks of the trade
 The changing male voice Discipline in the classroom Music appreciation course for junior high
 How to make better rehearsals, teaching beginners, good repertoire
 Band retention Band recruiting Building a Marching band

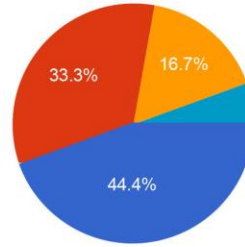
Assuming registration is available in February at UMEA mid-winter conference when would you register for Trade Secrets?



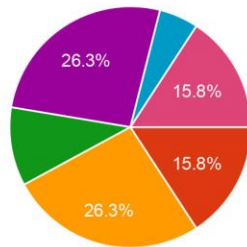
At mid-winter conference	6	33.3%
3 months early	0	0%
2 months early	2	11.1%
30 days early	9	50%
On the last day of online preregistration	0	0%
The first morning of the conference	0	0%
Other	1	5.6%

I have attended Trade Secrets

This is my first year	8	44.4%
2-4 years	6	33.3%
5 years	3	16.7%
6-9 years	0	0%
10 years	0	0%
Since it first started	1	5.6%

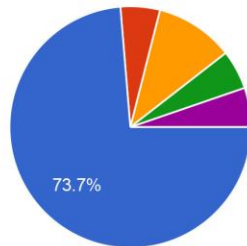


I have been teaching



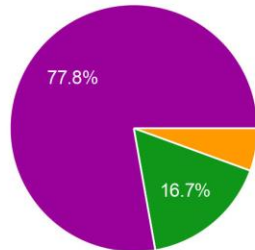
Still a college student	0	0%
1 year	3	15.8%
2-5 years	5	26.3%
6-10 years	2	10.5%
11-14 years	5	26.3%
15-19 years	1	5.3%
20 or more years	3	15.8%

My primary subject taught is



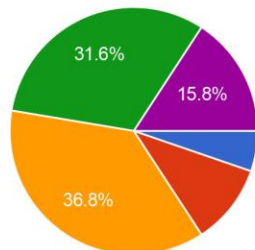
Band	14	73.7%	Elementary Music	2	10.5%
Choir	1	5.3%	Guitar	1	5.3%
			Orchestra	1	5.3%

What impact do the national presenters have on the Trade Secrets conference



Detracts	0	0%
Detracts a little	0	0%
No impact	1	5.6%
Adds a little	3	16.7%
Significant positive impact	14	77.8%

How important is "SWAG" (shirt, laptop bag, pen & notebook, mousepad, paperweight, etc) as part of Trade Secrets?



Don't want it!	1	5.3%
Not important	2	10.5%
Can take or leave it	7	36.8%
Nice benefit	6	31.6%
Love it!	3	15.8%

If you could change one thing about Trade Secrets RIGHT NOW what would it be?

more publicized, more info on sessions to make choosing for those who teach more than one area easier

Give us a map and better directions to the presenters as well as lunch.

Location - I think you'd get more people in SLC.

It is such a great idea but many of teachers are just busy with school stuff even during the summer or maybe we were fortunate enough to steal a family moment during the week. I would love to attend each year but frankly I can't fit in one more thing.

How close it is to the end of the school year. I finish and am too burned out to want to attend. Different date. I cannot usually attend because of summer commitments.

Probably more interactive/workshop type sessions. The conducting thing is a good idea, maybe things like common repairs and how to do them, how to fix common problems with instruments (while students are playing). Just more of a lab setting for certain topics - hands on. Encourage more humility. Just cause you don't teach in "happy valley" doesn't mean you are any less of a part of our profession.

Location, adding more bodies and more blood and more buzz

The location is a primary concern for me.

Location

Location...closer to SLC.

Choral reading session being more targeted to the different age groups. Have one presenter be for elementary, junior high, and high school. That way you get a variety--I feel like all the music presented was too hard (or just plain awful). I also feel like there wasn't any indication as to where to go for things. Especially for lunch--where is the junction? What is the performance hall/stage. I didn't know where many of these things were.

Do you have any additional thoughts, concerns, ideas, suggestions, or feedback?

Thank you so much for presenting Trade Secrets. The attendance may not reflect it, but this conference is invaluable to music education in Utah. From each session goes forth a new idea, an improved technique, sometimes just hope. It would be impossible to overstate the level of importance these educators (especially those who are paying and sacrificing their summer days) feel about their craft/profession and about their students. It's not so much an industry conference as it is therapy and group support for each other. Thank you, thank you, thank you. Please continue to bring this excellent conference to Utah.

Change the date. Earlier or later but this time is hard to attend- at least for myself. Make the registration period at a time when I can have my school or program fit the bill (so while we're in session).

I have been to conferences where I get a copy of the powerpoint or some kind of handout. It was hard to keep up writing all the notes. If we were provided a copy of the powerpoint with space to take additional notes, it would be very helpful to me.

Sessions were fabulous this year in the band track. Better and earlier marketing to get more people.

Keep scheduling great presenters! Excellent job this year!

It would be great to access lectures and such (even for a fee) from the many great presentations through the years. Trade Secrets is a valuable resource for teachers at a different time than UMEA. There are not too many professional development opportunities available to music teachers. Within our districts we get a lot of "in-service" time, but nothing specific to music teachers. It is a great opportunity to network, socialize and gain knowledge!

lunch was a little too long

No I'm good

The choral reading session was all for high school. There were no 2 part or SAB pieces. I teach very beginning choir and was very disappointed with the selections at the reading session.

I want able to get my certificate of completion signed. Can you tell me how to do that now? I attended both days, all day.

i love the set up of the schedule and the time allowed for the presenters.

for those of us that do a marching band it is difficult to attend during the week, if it were towards the end of the week (thurs-sat) I may be more inclined to attend.

Appendix B: Calendar

The calendar below illustrates the tasks from the timeline due dates in chronological order. It begins with the 2015 Trade Secrets event and music-educator survey, goes through July 2016, and ends with the team-debriefing meeting.

June 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	15 Trade Secrets	16	17	18	19	20
	Music-educator survey opens					
21	22	23	24	25	26	27
28	29	30				
July 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3 Music- educator survey closes	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
August 2015						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5 Present event plan	6	7	8
August 2015 (continued)						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8 Track planners contracted— DUE	9	10	11	12
13	14	15 Venue scheduled & contracted— DUE	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Set registration price structure	2 Determine Trade Secrets website— DUE	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17

October 2015 (continued)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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18	19	20 Sponsorship packages – DUE	21	22	23 Sponsorship packages approval – DUE	24
25	26	27	28	29	30	31
November 2015						
<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
1	2 Updated website w/ 2016 info – DUE	3 Marketing plan – DUE	4 Marketing begins	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					
December 2015						
<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
		1	2	3	4 Headliners scheduled & contracted – DUE	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
January 2016						
<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Collect all presenter contracts – DUE in February	1	2	3 Open online pre-registration	4 UMEA mid-winter conference	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

March 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3 Create marketing materials – DUE	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19

March 2016 (continued)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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20	21	22	23	24	25	26
27	28	29	30	31		

April 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Reserve headliner flights – DUE in April	Collect all presenters' Form W-9 – DUE		1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20 Sponsorship sales – DUE	21	22	23
24	25	26	27	28	29	30

May 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18 Submit check requests – DUE	19	20	21
22	23	24	25	26	27	28
29	30	31				

June 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4

June 2016 (continued)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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5	6	7	8	9	10	11
12	13	14	15	16 <i>Trade Secrets</i>	17	18
19	20	21	22	23 <i>Music educator survey begins</i>	24	25
26	27	28	29	30		
July 2016						
<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
					1 <i>Music educator survey ends</i>	2
3	4	5	6	7 <i>Team debriefing meeting</i>		