

SMOFCON 37
ALBUQUERQUE, NM



**ALL LEFT TURNS...
MAKING THE RIGHT PLANS**

Chair's Welcome

I have chaired several conventions in two different fannish cities, each with a slightly different fannish culture and traditions. With SMOFCon 37, I am now chairing a convention in my third city with its own unique fannish culture and tradition. And this is special for me since Albuquerque is my home town. It is where I grew up and the seeds of fandom were planted, even if those seeds did not flower until I had grown and moved to the Chicago area.

But, SMOFCon is a very different sort of convention given its focus on convention running rather than on SF itself. Which makes this even more special. First, this becomes an opportunity to bring more than a hundred of the friends I've made - some of whom I probably haven't really met - in my years attending and running conventions in Chicago and San Diego and working on other Worldcons around the world, to my hometown.

But, second because it lets me facilitate an exchange of information between the people who know best how to run SF conventions: the people who have been running them.

In another lifetime, I was a scout leader in Illinois. The person who facilitated the monthly meetings for the troop leaders liked to open each years meetings by describing how if two people exchange dollar bills, they will each have the same amount of money, but if they each exchange an idea or lesson, they now have two ideas or lessons. This is what SMOFCon is about. This is where we gather to exchange our ideas and lessons about how to run conventions, and how to improve fandom.

So, while you are here, I encourage you to attend our panels and workshops. I also encourage you to talk to other attendees and learn what they have to share.

Oh, and while you are here, if you have a chance, please get out and enjoy my home town

Code of Conduct

New Mexico Science Fiction Conventions, Inc. Code of Conduct

The following code of conduct applies to any events runs by NMSFC, Inc. unless extended by the event committee and approved by the New Mexico Science Fiction Conventions, Inc. Board of Directors.

We expect all of our members, guests, and staff to follow normal standards of proper behavior. We will not tolerate harassment of people at our convention. Everyone is entitled to a harassment-free convention experience regardless of gender, sexual orientation, disability, physical appearance, political beliefs, body size, race, national origin, or religion etc.

Harassment includes, but is not limited to inappropriate physical contact, unwelcome sexual attention, offensive verbal comments, deliberate intimidation, stalking or following someone, making harassing photographs or recordings, or disrupting talks or other events. Anyone asked to stop any harassing behavior is expected to comply immediately. A request to “stop” or “go away” means exactly that. If anyone engages in harassing behavior, the convention committee may warn the offender, remove the offender from the room, or expel the offender from the convention with no refund.

If you feel that you are being discriminated against or harassed, or if you notice someone violating convention or hotel policies, we respectfully suggest the following:

Point out the inappropriate behavior to the person(s) involved. Often this will solve the problem immediately. Remember, a non-aggressive/confrontational approach and the use of “please” and “thank you” can go a long way.

If you do not feel comfortable talking with the person(s) involved or if talking to them does not resolve the issue, please report the situation immediately to convention committee member. The convention office is located in Boardroom North and anyone in there can take a report.

The convention is not a law enforcement body. In any cases where city, county, state, or federal law is alleged to have been broken, we will immediately inform the appropriate law enforcement body to conduct the necessary investigation.

Con Suite Information

Welcome to the SMOFCon 37 Hospitality Suite. In addition to the food and drink commonly found in a con suite, we will be introducing you to some local New Mexico dishes, such as posole, carne adovoda, green chile chicken stew, Frito pies, and cookies and candies from local vendors. Saturday morning will feature an assortment of geeky doughnuts from Albuquerque's Rebel Doughnuts. We have gluten-free items upon request.

Several groups have contributed to our con suite. They are thanked along with our other thank yous elsewhere in this program book.

The con suite will be hosting our water bottle exchange. If you brought extra water bottles to exchange, please bring them to the con suite, and if you need one, please stop by and pick one up. The con suite will have equipment for sanitizing the bottles and left over bottles will be donated.

The con suite will be open every morning Friday through Sunday beginning at 8:30 a.m. and will close late. On Sunday, we will stay open until our food supply runs out.

Thank You

SMOFCon 37 would like to thank the following groups and individuals who have helped us out in one way or another

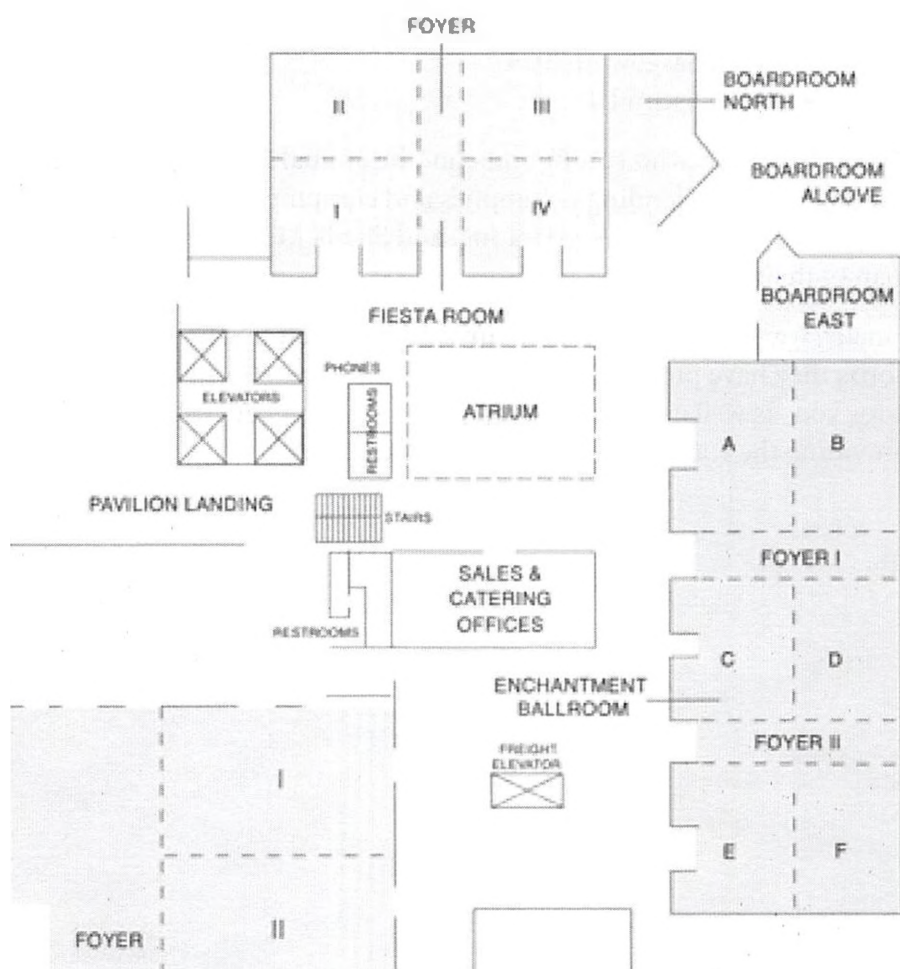
Con suite sponsors of one or more meals or deserts:

- NASFiC 2020 Columbus
- Memphis in 2023
- Nice in 2023
- Glasgow in 2024
- Discon III

Bubonicon, Inc. who run Bubonicon, the annual SF convention in Albuquerque, for lending us supplies and equipment. We would also like to thank NESFA, Arisa Inc. and Sheila McClune for the loan of their equipment.

Finally, we would like to thank our volunteer staff for the many hours they have put in getting this convention ready and running it for you, as well as our workshop presenters and panelists who are providing the learning opportunities this weekend.

Facility Map and Information



Programming for SMOFCon will mostly take place in the second-floor Fiesta rooms. Fiesta I-II will be used for panels and workshops that will also be streamed to our supporting members and any attending members who could not attend. Fiesta III-IV will also be used for panels and workshops.

Boardroom East will be used for a few small panels and meetings, and should otherwise be available for meetings and follow-up discussions. Boardroom North is our convention office. The Boardroom Alcove is where registration is located, as well as t-shirt distribution and the flyer table.

Enchantment will be used for the main session of the Fannish Inquisition, the Probability and Statistics Seminar, and the Fan Table Session.

Sierra Vista is also used for some panels and workshops, and is located on the 19th floor of the hotel.

The con suite is located in room 214, on the second floor just west of the Fiesta rooms and the gym.

Programming

The schedule as presented in this program book is as of November 24. Please check the online schedule, the Grenadine Mobile App, or the signs outside the programming rooms for the most up to date programming information.

Internal Convention Communication Structures

12/6/19 10:00

Fiesta I-II Streaming Room

How effective is the communication between your convention staff at all levels? Why is this an important yet often misunderstood basic problem which we keep repeating? What can be done to prevent siloing and keep communications flowing? How can you structure your communications to support your staff over multiple platforms and timezones and avoid crucial items getting missed? What are the 'soft' issues that often underlie communication issues and how can you anticipate and deal with them?

Planning your Masquerade and Costume/Cosplay Support

12/6/19 11:00

Fiesta III-IV

Costumes and cosplay add such a vibrant and interesting element to our conventions. Holding a Masquerade and having Cosplay workshops or maker spaces can bring new people in but also present some unique challenges in supporting and assisting this area. Beyond spaces and events, today's conventions need to be prepared for photo consent and codes of conduct related to cosplay also special repair/reuse areas. This panel will cover the logistics, set up and concerns of costumes and cosplay.

Staffing Your Convention, Management Level

12/6/19 13:30

Fiesta I-II Streaming Room

You cannot run a convention without a management layer but how do we try to make a working organization out of the different types

of people who are available? There are balancing considerations when staffing your convention not to mention the mixing of local people, experienced people and political appointees (and many times those are all different people!). Can you recognize a 'diamond in the rough' - discovering and taking a chance on new people and where best would they fit in? What do you do when the hiring leaves weak spots in your organization and can you support the area in other ways?

This workshop will deal with the considerations and planning that goes into staffing your upper management positions.

Your Social Media and Website Presence

12/6/19 13:30

Fiesta III-IV

Most people will get information about your convention through its social media accounts and website. This workshop provides some guidelines for dealing with your electronic presence. In the first half, we'll discuss some tips on using the Twitter and Facebook platforms, including the best ways to handle the fast-moving and volatile world of Twitter and the minefield of Facebook discussions.

The second half will provide some advice on how to structure your web site so it meets the needs of your attendees and potential attendees. We'll also spend some time doing interactive critiquing of current convention websites (including yours if you're brave enough).

Con Culture/Tradition

12/6/19 16:00

Fiesta III-IV

All a Worldcon **MUST** have is a business meeting, to administer the Hugo Awards (not ceremony) and administer site selection.

All else is tradition and each year we have a largely newish crew in charge. How well are we transmitting our usual traditions to new committees? Is there a repository of knowledge we could start or expand? Does passing on traditions still matter and which ones

need to evolve or be removed?

Besides Worldcon, fandom itself is changing. If we don't adapt, what will become of fandom as we knew it? If we do adapt, how might we make/evaluate changes that have a positive impact? Can we find a balance between the old and the new?

Worldcons Outside North America

12/6/19 16:00

Fiesta I-II Streaming Room

Size, Space, and Other Issues...

A discussion about overseas Worldcons, their attendance sizes and projected sizes, their facilities, and local laws/other issues that might impact these conventions.

Keeping SMOFing Fun

12/6/19 17:00

Fiesta III-IV

How do we make sure that running conventions remains fun for the volunteers, especially those of us who often end up working at multiple conventions in multiple cities? Is there more that we should be doing beyond being a circle of friends? How can we help friends if they're failing (should we?) --- and not destroy friendships and/or fandom-as-we-know it? What are some good self-care practices and can you walk away and come back at a later time?

Community Experience Exchange!

12/6/19 20:00

Fiesta I-II Streaming Room

Do you have a question about a specific area of convention running? Do you have a contract problem, a budget concern, or are struggling to figure out the best way to use social media? Are you having trouble with your staff or dealing with your facility? Maybe you have some great ideas about Member Services or Programming that you want to share. Our social space will have tables staffed by experienced con runners who represent various

aspects of convention running. However, this is not just for people with questions though, we also encourage our table staffers to talk to each other and share ideas and experiences about convention running. Facilitators will be on hand to direct you to the right table to answer your question and also to ensure the event runs smoothly and productively.

Poster Session

12/6/19 20:30

Fiesta III-IV

An opportunity for seated conventions, and fan-run nonprofit conventions within about 450 miles of Albuquerque, and bids for Worldcons, NASFiCs, Westercons, and SMOFCons to share information about themselves to the members of SMOFCon 37 and anyone else who happens by.

The presenting organizations will need to provide material for a 3' wide by 5' tall (roughly) poster and people to answer questions throughout the session.

Note: This session and the Community Experience Exchange are in the same large function space without a divider for the evening. They are complementary events intended to happen at the same time.

If I Ran the Z/o/o Con

12/6/19 22:00

Fiesta I-II Streaming Room

Playing the classic game, with recently-added scenarios. Explore the mysteries of people, financial, and good-will points, and have some fun trading them off...

The "Smoffie" Award?

12/6/19 23:00

Sierra Vista

A fun exercise in award design! What if it existed? What categories should be included? Not allowed? How should it be administered? What would the physical award look like?

Artist and Art Show Issues

12/7/19 10:00

Sierra Vista

Art forms a large component of what draws our community together and having artists attending and participating in our conventions enriches them for all. This workshop will focus on two complementary areas: the 'care and feeding' of artists - how to attract them, how to utilize them on programming, different ways to showcase their talents and how they differ from other guests and attendees. Then moves into an overview of art show logistics like; space planning, security, payments, software, shipping and storage.

Sponsorships and Grants

12/7/19 10:00

Fiesta I-II Streaming Room

Cons cost. You get income from memberships, art show and dealers' fees, ads but are there non-traditional means of fund-raising a cash-strapped con might also consider? Getting money from outside the community is an area in which we are not strong. What's available and how do you get it? Can you come up with a strong sponsorship proposal? Is it professional enough to get you the money you want? A look at pursuing sponsorships and obtaining grants.

Who Wants the Con / Who Is it For?

12/7/19 10:00

Fiesta III-IV

Who wants the con? (Why? And why does this even matter?) The committee/staff? Your current attendees? New people?

Suppose you have all that worked that all out (good luck!) But -- fan-run conventions require fans to run them. While there may appear to be plenty of people willing to attend, and maybe even some to do lower level volunteering, there might not be enough people around to actually run the convention. What should/can you do? Can we expect to retain staff if we don't give them a share in convention decision-making? How do you tell someone that

their dream of this con might not be practical? Furthermore, if conventions don't evolve and attract new people to attend and run them, they will end. How do we change enough to remain relevant, while not changing so much as to drive away our loyal members? What effect does that have on the local fan group(s)?

Family Friendly Convention Considerations

12/7/19 11:00

Fiesta III-IV

Do you want to have families at your convention and be considered family friendly? Is there child care for little ones? Kids programming? Safe Teen Spaces? Where will you hold these things? What regulations should you be aware of in dealing with children in your convention spaces. Can you make your hotel more family friendly (special menus)? Are you prepared to have your arrangements settled far enough in advance so that parents can make decisions regarding being on program and having their children entertained? What will all this cost?

Our panelists are not just convention runners but also parents of children of various age groups! Between us we've run childcare at Worldcons, kids programming at local and regional conventions, dealt with not knowing what to do with our kids if on panels and experienced the good, the bad and the ugly of conventions and parenting. We have tips for conventions runners and parents alike!

Legal Issues (and Privacy Laws...)

12/7/19 11:00

Fiesta I-II Streaming Room

Conventions and the law. Conventions often take a fairly blasphemous approach to the law:

- * Signing contracts without reading them carefully (or assuming that those provisions don't really apply to *us*)
- * Failing to involve the police when the law is actually being broken
- * Paying volunteers by the hour but at a sub-minimum wage (and, worse, not collecting taxes!) (Um, taxes in general!)

* Making inadvisable public statements

When conventions are big and visible and no longer a friendly part of an isolated subculture, it is not safe to ignore the law. This program deals issues like those noted, as well as ADA compliance, insurance, liability and libel, -- and (of course) the looming issues of privacy laws (US and overseas.) Ouch!

Participants Meeting, Fannish Inquisition/Question Time

12/7/19 15:30

Boardroom East

Mandatory meeting for groups that will be participating in the SMOFCon/Worldcon/NASFiC Fannish Inquisition Saturday Evening.

This meeting will discuss the procedures for the event, let you load your presentations onto the common computer, determine the order of presentation, and work out all of the other details so that we aren't trying to figure this out right before the event starts.

Only one representative of each group is required. One person may represent more than one group if needed.

The computer, and hopefully the projector, to be used for presentations will be available. Presentations should be available for loading and testing during this meeting, or immediately afterwards in the convention office in Boardroom North.

Crowd Planning, Line Management, and Related Issues (the space-time continuum....)

12/7/19 13:30

Fiesta I-II Streaming Room

While this hasn't been a problem for many of the literary cons in the US, the last two European Worldcons have had issues with needing to manage both overall attendance and flow of members into and out of regular programming rooms. What are some of the techniques for managing the size of a convention, or at least being aware of when plans will be needed to manage the crowds? And, once the membership reaches that critical size where the number of

people wanting to attend programming items is going to regularly exceed the capacity of the rooms, what are the techniques for handling this situation without derailing programming or causing other issues with the smooth running of the convention? Can we rethink sign-ups for small events (like kaffeelatches) that might further complicate the situation? How can space and program planning ameliorate these problems? What might Members' (or other) Services have to do pre- or at-con to deal with these issues?

Honoring the Past / Respecting the Present?

12/7/19 13:30

Fiesta III-IV

Sometimes Fannish Traditions collide with aspects of modern reality and in recent fannish history, there are a number of different examples. What is considered due diligence in researching your location and its amenities? Is it possible to honor and discuss the past history of a place and incorporate the people affected by that in the current time if that history has racial considerations?

We are also having needed discourse in our community about the names of award. Traditional terms like "Fannish Inquisition" have come under scrutiny recently as people become more aware of how this can affect people. Why is this an important matter and what are the connotations with regards to conscious or unconscious messaging being sent by what we call things and name them for? How can you honor the past while not being offensive or tone deaf to the present?

How do we balance our desire to honor tradition with our desires to deal with these issues of modern life -- whether they are ones of sensitivity, or marketing and survival in an increasingly diverse marketplace? Are these actually part of the same issue, or very different issues?

Planning your Hospitality: Green Room, Fan Tables, Parties and beyond

12/7/19 13:30

Sierra Vista

Convention hospitality, con suites, green rooms, etc., are a traditional function of conventions - at least in North America. What goes into planning to make them successful? What are some of the good and bad things that can be done to make your hospitality space memorable? And what are some of the challenges that can be thrown up by the venue, food safety laws, and circumstance - and more importantly how do you overcome them. Are "bread and circuses" really necessary?

We are all part of a bigger community of conventions. One way we help each other out is by providing space for other conventions, and bids. These are usually done at fan tables located in a lobby, or occasionally elsewhere. Are fan tables still needed and can we make them serve us better?

Creating a Great Exhibit

12/7/19 14:30

Fiesta III-IV

Exhibits are easy to do. *Good* exhibits are hard and take thought, planning and effort in execution. Can we use experience from the mundane museum world to make our exhibits better? For example, museums have long since learned that interactivity is important to a successful exhibit. People like stories and react well to them, so a good exhibit doesn't just display a pile of stuff, but tells a story. The story can be about the items on display, putting them in context, or it can use those items to tell a story about fans, fandom or SF. People also like themselves and react well to exhibits which draw them in and involve them. What can we do to make history exhibits (whether the history of fandom, convention, the GoHs or anything else) interactive and personal?

The panelists will discuss this and will show slides and photos of good mundane exhibits.

More Diverse Panels Instead of More Diversity Panels

12/7/19 14:30

Fiesta I-II Streaming Room

At too many conventions, diversity is addressed by having panels

that end up more or less being token diversity panels - and this is probably yet another one. While in and of themselves, panels talking about expanding diversity aren't necessarily a bad thing, what more can be done to make our programming more diverse, and appeal to a more diverse audience? Is it more than just including diverse voices on the panels and on the team that creates the panels? And, what are the voices that need to be listened to that are still not getting heard?

What are the criteria different conventions should be weighing when deciding who to invite for the various Guests of Honor. Criteria might include who does the convention want to honor, how do they fit with the convention's theme and character, how well will they draw in potential members, how will they fit with other Guests of Honor or regular high profile attendees, and how will they fit with the regular community for the convention.

The Techno-Geek Hour!

12/7/19 14:30

Sierra Vista

In general, most cons have gone well beyond the point where index cards and a couple of black markers were enough to make the con work. Now, there are a lot more tools that are supposed to make running conventions easier. (Hah!)

A brief* look at some of the software systems available for program planning, registration (pre- and at-con), Hugo-counting, time-line management..... *(Followup meetings available for in-depth discussion and demonstration)

How to Write a Good Questionnaire/Survey

12/7/19 15:30

Sierra Vista

You know what information you want to get from potential panelists and members, but putting together a good survey or questionnaire is much more difficult than you may think. It is a skill that requires clear and precise writing in order to extract accurate and desired information. This panel will discuss how to write good

questions and design meaningful member surveys. Participants will have the opportunity to generate questions and get feedback and criticisms.

Professional Events and Entertainment at conventions

12/7/19 15:30

Fiesta III-IV

What are the logistics of hiring and bringing in professional entertainment for your convention? How much should you budget? Do you have the space? Would it be worth it for your attendees? Is there ever a need to offer a separate 'event only membership' to help pay for this? Come listen to our panelists discuss this and more on the art of attracting, hiring and booking professional talent for your convention.

What does "Member Services," mean now?

12/7/19 15:30

Fiesta I-II Streaming Room

As conventions become more aware of the needs of attendees, what services and experiences fall under this increasingly growing umbrella of Member Services? How can you provide the best convention experience for your attendees and make sure you're planning for all their various needs? This panel will look at ways to organize various Member Services needs with regard to staffing and attendee requirements.

Art and Design, planning for your publications, merchandise and online media

12/7/19 16:30

Fiesta III-IV

T-Shirts, badges, pocket programs, bookmarks, flyers, print ads, social media and more! We use graphic designs and art for so many of our convention areas yet they are often afterthoughts when it comes to planning for them. Regional and local conventions should have a basic schedule in place for their various art needs which can be passed along every year. This is especially true when wanting

to utilize an artist GoH! Art takes time and if you haven't planned your needs accordingly, you put undue stress on the artist and the area depending on that art. This panel looks at different types of art and design for usage at conventions and how to fit their creation into your timeline.

Program Operations or How to Keep Programming from Grinding to a Screeching Halt

12/7/19 16:30

Sierra Vista

Even with the perfect programming and the best panelists, programming can fail if panels start to run over, need to be moved, or a number of other small and large things happen once the convention starts. This is where programming operations comes in.

People who have run programming operations, or Prog Ops. as it's often known, will go over the why, and how, of running this often overlooked area.

When the Problem is at the Top: Leadership and Replacement Issues

12/7/19 16:30

Fiesta I-II Streaming Room

A general discussion of leadership styles (top/down/sideways/whatever...) followed by an examination of what happens when leadership fails.

More than a couple of recent Worldcons and large Regionals have had some sort of a reorganization at the top of the structure between winning the bid/convention and start of the convention. This has resulted in a new chair, the loss of a co-chair or replacements of board members. What leadership issues can cause a convention to remove or replace a chair or co-chair? How can the organization prepare for and recover from such a disruptive event?

Accessibility Balancing - How to plan for accessibility needs, budgeting and restrictions.

12/7/19 17:30

Fiesta I-II Streaming Room

Sometimes we have to balance what accessibility services we can offer based on budget, location and staff against what our attendees need. What can you do if your chosen facility isn't access friendly? How can you provide mobility, visual, hearing and other services on a tight budget? What if one of your services is beneficial to one segment of attendees but is disadvantageous to others? What exactly is "Reasonable Accommodation" with concerns to accessibility at conventions and what are we legally obligated to provide? A compendium of successes/failures and best/worst practices will be presented.

Contract Negotiations 101

12/7/19 17:30

Sierra Vista

This is a beginners panel in facilities contract negotiations. It covers the basics of contract contents with hotels and convention centers. Handouts will be provided.

Fannish Inquisition/Question Time: Seated Westercons and Westercon Bids

12/7/19 17:30

Fiesta III-IV

Supplemental session of the Fannish Inquisition/Question Time, where the NASFiC and West Coast Science Fantasy Conference - Westercon is in the spotlight.

Fannish Inquisition/Question Time: SMOFCon Bids, Worldcon Bids, NASFiC Bids.

12/7/19 20:30

Enchantment Ballroom

Main session of the Fannish Inquisition/Question Time, where various seated conventions and bids face the questions of the members of SMOFCon 37.

This session is for all of the SMOFCon Bids, the selection of the

2020 SMOFCon, the Seated 2020 and 2021 Worldcon, and Bids for future Worldcons and NASFiCs.

Probability and Statistics Seminar

12/7/19 23:30

Enchantment Ballroom

A late night interactive study in probability and statistics. A SMOFCon tradition.

The Present and Future of the WSFS Business Meeting

12/8/19 10:00

Sierra Vista

A moderated discussion on how the WSFS business meeting at Worldcon is run, the concerns expressed about how difficult it is for some newcomers to understand or feel that they can participate, and other issues that have come up over the last few years in various places and discussions.

All Things (Hard) Tech

12/8/19 10:00

Fiesta III-IV

Conventions need A/V equipment to do programming and events. At the very least, panels need sound reinforcement, or PA equipment, to ensure that the panelists can be heard, and more and more often need projectors and screens for videos and presentations.

How do conventions and convention organizations of various sizes go about getting what they need? What are the advantages and disadvantages of owning their own equipment, versus renting from the venue, borrowing from nearby (or not so nearby) organizations, or renting from other suppliers? And, how many rolls of gaffers tape do you actually need, and why?

You might even get to hear a horror story or two!

How can tech be organized so that it is focused on making the convention stronger rather than on the (admittedly engrossing)

details of the tech itself?

Tech Costs and Set Ups. Best practices. How to work with programming. What information do you need

How do we go about teaching panelists, moderators, MCs, etc. some of the basic things they need to know such as:

- How to properly talk into a microphone
- How to not abuse a mic
- How (not) to adjust a boom stand
- How to connect to a projector
- How to turn off a projector
- How to not mess with things they shouldn't
- How to not make the techies cringe or cry.

Local Fan Groups

12/8/19 10:00

Fiesta I-II Streaming Room

SF permeates pop culture and fans find each other online and form different types of clubs/fan groups. Most conventions have grown out of local fan groups -- clubs -- and continue to depend on a healthy club for much of their staff and management. So healthy clubs mean healthy conventions. But how do we keep our clubs healthy? How can we bring those people in to be on staff and head run things? What does a club need to do today to retain people once they've found it? Is there benefit in holding non-convention meet ups and outings like movies, picnics and book clubs to help hold together a community?

Planning for the Unexpected/ Real Time

12/8/19 11:00

Fiesta I-II Streaming Room

No-one expects the... unexpected.

But, a good plan needs to have contingencies for at least something unexpected to happen. How should you make sure that your convention's plan includes contingencies for small and large events that might get in the way of making it run smoothly - or not even run at all.

Best and Worst examples.

How We Got Here

12/8/19 11:00

Sierra Vista

How have conventions (especially Worldcons) changed over the years. What drove this evolution and where will we be going in the future.

From Hugo banquets to kaffeeeklatsches, masquerades to membership cards, size and site selection, and all other things con-ish, let's all take a look at the past and present. An interactive examination of how, why, and when we got to where we all are today!

Program Software for Small Conventions - Presentation

12/8/19 11:30

Boardroom East

Mark Olson and Jim Mann present and demo their tiny program software for small conventions. Probably on a little table with a teeny screen... we kid! Come see if this is a solution for your small convention.

Convention Fan Table Session

12/8/19 13:30

Enchantment Ballroom

Seated conventions and bids who want to sell memberships, gather support, or recruit volunteers can set up in Enchantment C-D with a fairly traditional fan table for these and other purposes. Tables will be available on a first come, first served basis. Depending on demand, groups may be asked to share a table.

How to Revive, Rescue or Reinvent a Failing Convention... Or, Not

12/8/19 13:30

Fiesta I-II Streaming Room

We spend a lot of time looking at how to run successful

conventions but sometimes conventions fail or need an infusion of money or people (or both!) or need to become something more inline with community needs. Can you rescue a convention and should you? How can you change the focus of a convention to revive it? When is the time right to say, "We want to end our convention now?". What are the warning signs that a controlled, planned "final con" is warranted?

Is there ever a time when letting something fail is the right decision?

Do Things Scale?

12/8/19 13:30

Fiesta III-IV

Size Matters: in Money, Management, Space Allocation, etc.

If the convention doubles in size, does the number of people putting it on double, or what? Budgets also generally vary depending upon the size of the convention - so how does this affect your marketing strategies, budget, and resources? If a convention keeps growing, how will numbers/costs/whatever grow along with it? How does it all play out in real time? What happens if you grow too quickly or book too large a space, can you salvage it?

Marketing on a Dime

12/8/19 13:30

Sierra Vista

How is marketing different from publicity? How do you get the word out about your con cheaply, efficiently, effectively? Our panelists sit down to share their top marketing tips as well as resources that can be tapped to help.

Logistics of Program Participants

12/8/19 14:30

Sierra Vista

Different conventions have different approaches to communications

with program participants and perspective participants, which includes a range in expectations for hearing back from those participants. There is little "conventional wisdom" about what works with the overall participant pool and why, leading to a lot of anecdotal data on what works, often from the squeaky wheels. Programme for Dublin 2019 - An Irish Worldcon, opted for a higher-touch approach than other recent Worldcons, and members of that Programme Team will be sharing an analysis of the approach, along with feedback from the participant pool about the overall process, with recommendations that can be used by other program teams for conventions large and small.

SMOFCon 37 Wrap up and Feedback

12/8/19 15:30

Fiesta I-II Streaming Room

A final wrap up session on SMOFCon 37, and an opportunity to provide feedback to the organizers and next year's SMOFCon.

Committee

Chair: Ron Oakes

- Board President: Kevin Hewett
- Secretary/Treasurer: Rebecca Hewett
- Vice President: Tara Oakes
- Director: Ron Oakes

Facilities: Ann Rudolph

Programming: Elizabeth McCarty, Priscilla Olson

- Support: Janice Gelb

Events: Ron Oakes

- Poster Session: Kevin Hewett
- Fannish Inquisition/Question Time: Ron Oakes
 - FAQ Coordinator - Andrew Trembley
 - Stage Manager - Kevin Roche
 - Moderators - Deb Geisler, Stephen Boucher
 - Videographer - Lisa Hayes

Hospitality - Tara Oakes, Rebecca Hewett

- Bill Thomason
- Mike Nelson

A/V, Tech - Rick Kovalcik

- Fred Bauer
- Austin Torrez
- Ron Oakes

Registration

- Pre-con: Ron Oakes (and the Grenadine Application)
- At-Con: Kim Williams

Local Information - Rebecca Hewett, Tara Oakes

SMOFCon 37

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