ACM SIGGRAPH Executive Committee Agenda

Thursday, October 01, 2020

2 - 3 PM PT/ 5 - 6 PM ET

Meeting Attendance:
Adam Bargteil, Executive Committee Chair
Jess Barker, Executive Committee Director
Elizabeth Baron, Executive Committee Director
Bob Berger, Leadership Consultant
Ashley Cozzi, ACM Program Director
Jenna Feldman, Project Manager
Adam Finkelstein, Executive Committee Director
Mashhuda Glencross, Executive Committee Director
Michele Hellrung, SIGGRAPH Event Marketing Director
Evan Hirsch, Communications Committee Chair
Jessica Hodgins, Executive Committee Past-President
Mona Kasra, Executive Committee Director
Anne Maffeo, SIGGRAPH Exhibition Management
Scott Owen, Governance Committee Chair
Mikki Rose, Conference Advisory Group Chair
Cindy Stark, Conference Management
David Spoelstra, Executive Committee Treasurer-elect
Paul Strauss, Executive Committee Director

Approve EC Meeting Minutes 2020, September 17
  APPROVED

SIGGRAPH 2020 Conference Exhibitor and Attendee Survey Report-outs

1) **Virtual Conference Surveys Report out**
   a) **Exhibitor Survey**
      i) Ann presented on the Exhibitor survey results following the SIGGRAPH 2020 Virtual Conference.
         (1) Overall, 70% of the Exhibitors rated the quantity of traffic as poor and 65% of the Exhibitors rated the quality of the traffic as poor.
            (a) Some comments include: Low in booth engagement, little booth traffic, the booth failed to generate actionable leads for our company. However, Exhibitor Sessions fared better, but 70% of people taking the survey did not participate in the Exhibitor Sessions.

(2) Lessons Learned: 78% would be willing to participate in some kind of in person event in 2021, Exhibitors did appreciate the exhibitor sessions, and the Exhibition Management group will be proposing to the CAG a way to get the exhibitors more involved with the development and process for 2021.
    (a) Additionally, Ann feels it's important to increase opportunities for branding and brand awareness as well as looking into ways to drive attendees to Exhibitors in a virtual format.
(3) The EC expressed some concern regarding the low satisfaction rates, but feel the conference has learned a lot and are hopeful that the good rapport generated over the years with Exhibitors will encourage them to work with SIGGRAPH again in 2021.

b) Attendee and Contributor Survey
   i) Michele presented on Attendee and Contributor Survey results following the SIGGRAPH 2020 Virtual Conference.
      (1) Overall, 62% of participants reported that they were satisfied or very satisfied with the event, and 74% of participants said they were likely or very likely to recommend SIGGRAPH to a business associate or colleagues.
      (2) Lessons learned: need to be more specific about which content is live vs. on-demand before their Q&A session, community/networking was lacking, and communications felt fragmented and lead times given with new requirements felt rushed.
   ii) In terms of participant demographics, the average SIGGRAPH participant experienced a notable shift for 2020. On average, participants skewed older, there was less gender diversity, and greater geographic diversity.
      (1) Of the participants, over half reported they felt satisfied or very satisfied with the technology used for the Virtual Conference platform.
      (2) Looking forward to 2021, participants are currently most comfortable with a virtual event. However, 75% of participants say they are very likely or likely to attend SIGGRAPH assuming it is safe to do so.
         (a) Evan suggested additional user/prototype testing before the launch of the next platform for 2021.

ACTION Item: Michele Hellrung will send the slides and a full report out to the EC. (Completed)

EC-Minus Only Discussion

2) [EC Minus Only]

    a) Niloy Mitra for 2022 Papers Chair

        i)   **APPROVED**

    b) Tomasz Bednarz for external relations

        i)   **APPROVED**

    c) Diana Arellano as SIGGRAPH Cares chair

        i)   **APPROVED**