

Insights & Lessons Learned from the 2007 ISM Champions Workshop

Presentation for ISM Working Group Strategic Planning Meeting

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SIXTY YEARS
OF DISCOVERY
1947-2007

BROOKHAVEN
NATIONAL LABORATORY



Agenda

- Facts
- What it took – the People Factor
- What it took - Budget Details
- What Worked Well
- What We Would Do Differently
- Challenges & Other Considerations
- Evaluation
- Insights

Facts

- 1st Science Lab to host ISM Workshop
- 466 people registered; 413 via ISM website; 403 confirmed present at workshop based on registration desk; 61 BNL/BHNSO attendees.
 - BNLers & DOE did not always pick-up registration materials;
- One of the largest workshops/conferences at BNL
- 88% of attendees rated the Workshop with a 6 or 7 (based on a scale 1 – 7); 23% of evaluation forms completed (92 returned)
- Came in under-budget, factoring total Allowable and Unallowable expenses.

What it Took – The People Factor

- A Planning Team of 7 BNL staff with 2 professional staff working fulltime for 3 months; *numerous* DOE-HSS counterparts, Track Leads & Session Leads; 78 presentations
- During the Workshop the entire QMO staff was involved as well as several people from other departments. Some people served in multiple capacities
 - 7 administrative staff worked the registration desk – taking shifts
 - 3 IT/AV staff supported the audio visual equipment in the meeting rooms
 - 8 people served as room monitors – taking shifts
 - 7 people served as tour guides
 - 2 QMO staff were “floaters” to respond as needed
 - 1 command center “General”

What it Took – Budget Details

■ **Total Budgeted= \$63,896.00; Total Spent=\$61,651.00**

Allowable	Spent
• Good to Great Training - \$18,000.00	\$17,528.00
• Printing/signage budgeted - \$2,000.00	\$3,212.00
• Onsite transportation - \$3,900.00	\$3,352.00
• Stationary supplies - \$2000.00 - \$25,900.00	\$1,898.00 \$25,990.00
■ Unallowable	
• Food/catering, gifts - (Sources: BSA, Corp.Sponsors) - \$37,996. 00	\$35,661.00

What Worked Well - Highlights

- Choosing a theme gave coherence to the workshop
- Choice of Keynote and Plenary speakers was very successful and very well received.
- Building Monitors worked well – kept things on schedule and facilitated effective coordination with “command center.”
- Good on-site signage and an easy to use Site Map; map has been adopted/adapted by our S&S to more efficiently handle visitors to the Lab.
- A good website with online registration – worked with our ITD department, but had independent control.
- Well designed graphics, logo and workshop printed program

What Worked Well – cont.

- Requiring/encouraging submittal of presentations prior to Workshop helped keep session on time; had all presentations loaded onto thumb-drives prior to start of sessions.
- Interesting Tours
- Personalized services & hospitality increased attendee satisfaction
 - Good food at events – worked closely with corporate sponsors.
 - Quality gifts/goodies – worked closely with corporate sponsors.
 - Attendees could use their personal computers on the BNL network using a “conference key”
 - Help with transportation/travel (printing boarding passes; on-site shuttle bus services, off-site shuttle/taxi services, etc.)
 - Message center
 - Provided suggestions for dining, shopping, entertainment
 - Can do/will do attitude on the part of staff

What We Would Do Differently

- Better ITD/AV planning and support; be sure to have laser pointers, remote control, DVD capabilities at all locations.
- More detailed instructions about how to submit & format presentations.
- Better planning for more consistency of food/refreshments during sessions; “creature comforts” are very important
- ‘Walk the walk’
 - safety message not consistently delivered.
 - Recycling options not available at some locations
- Have tour information available earlier; develop an approach to VIP tours to better manage special guests.
- Include Feed-back form in registration package
- Give special acknowledgement/certificates to all presenters
- Expand exhibits to include more product displays

Challenges & Other Considerations

- Timing/Dates of Workshop; avoid key times in DOE “calendar” such as budget Pass Back week!
- Pre-Workshop meetings technically not part of the Workshop but, as the host, you still have to manage it.
- Better/More involvement of Track Leads
- Be sure to have [more] time for Q&A and more interaction of participants
 - Fewer speakers per session?
 - Plan to repeat some presentations that will be of interest to many.
- Re-evaluate purpose of event: is it a workshop or a technical meeting?
 - ‘Workshop’ implies greater interaction
 - Has the target audience changed; should it change ?
 - Maturation of ISM
- Re-think abstract process; peer review, greater selectivity, provide more information about sessions ahead of time.

Evaluation Results

- Survey measured the following
 - Pre-workshop meeting
 - Workshop structure
 - Workshop Length (2.5 days)
 - Plenary Speaker
 - Track Topics
 - Track Presentations
 - Site Transportation
 - Tours
 - Workshop Staff
 - Facilities
 - Overall Experience
 - Addition Comments
- Total of 92 surveys submitted with 286 personal comments written on the surveys.

Insights

- Would we do it again? – YES!
- Positive exposure for BNL & BHSO
- Refines and evolves ISM – “Good to Great”
- Forced many of us to think outside the box
- A lot of hard work... but a very positive experience