Better Technology Conference

- Content
  - Fees
    - Capturing Fees
      - Payment system
        - Maintaining event experience
    - Sponsorship
      - Marketing alignment/interests
      - Sponsorship Overload
    - Free
    - Free/Paid
    - Paid
    - Invite Only
  - Curation
    - Targeting upper end audience
      - Experienced Doers
      - Experienced Thinkers
    - Thinkers and Doers
      - Blended
    - 101-content
  - Language
    - Specific
    - Vague
  - Sessions
    - Activities
      - To drive goals
      - Networking
      - Physical
    - Manageable size
      - No lines to get into sessions
    - Quality
      - Good
        - They should all be good
      - Bad
        - Do away with the bad sessions
  - Purpose
    - Exploratory
      - Going deep
      - Breaking things down
    - Experimental
      - Something that tingles the senses
    - Instructional
      - "passive consumers to creators, builders, knowledgeable users"
- Theme
  - Approach
    - Practical
    - Academic
    - Blended
  - Timeliness
    - Mainstream issue
    - Future-looking
    - Niche
  - Participation
    - Unconference
    - Speaker/Audience
    - Exercises
  - Audience
    - Confidence
      - Can deal with ideas outside their domain
      - Comfortable with ambiguity
    - Tech
    - Creative
    - Targeted
      - "We're all in this together"
    - Other
      - People with objectives
      - There for a specific reason
    - Women
- Speakers
  - Style
    - Underground
    - Mixed
      - Sean Power (both and better for it)
    - Mainstream
  - Backgrounds
    - Academic
    - Industry
    - Start-up
    - Writer/Media
    - Non-profit
    - Government
  - Women
- Organization
  - Shadow Conferences
    - Smaller, parallel event
  - Length
    - One day
    - Two days
    - > Two Days
  - Randomness
  - Streams
- Social/People
  - Network/Community
    - ex: Business Model Hub
  - Digital
    - Social Media
      - Twitter
        - Hashtag - adds value?
      - Blog
      - Live streaming
  - Analog
    - Swag
    - Networking
      - Parties
      - Moving Together
      - Celebrities
        - VIPs
    - Smaller Audience = More community feel
      - More community feel = More success?
    - Food/Drink
      - Breakfast
      - Lunch
- Brand
  - Post-Event
    - Proof that it all matter
    - Artifacts of the conference
  - Event and Business Alignment
    - Where more successful event -> More business
  - Brand Attributes
    - Associations
      - "Post-it"/DIY
      - Tech
      - Business
    - Authenticity
      - Alignment between top level event characteristics
- Venue
  - Wireless
  - Style
    - Classic/Formal
    - Modern
  - Qualities
    - Location
    - Layout
    - Vibe
    - Electrical outlets
    - Style
    - Accessibility