

Education Committee Report  
January 2021

- Best attended sessions were Handselling at a Distance and Virtual Events Programming; I think this speaks to our members's desire for content that's relevant to our immediate situation (i.e. the pandemic), but a step above survival tactics (if I were a motivational speaker I'd say they were looking to 'thrive' not just survive)
  - Something to keep in mind when planning the Spring Forum programming
  - Launching/Selling Online sessions were likely too broad
- I'm impressed by the small difference between registrations and attendance (average of 79% of session registrants attended); people who signed up to attend seemed actually to attend
  - If we go virtual again I think we can do more to encourage sign ups (yes, this will mean the Edu Comm getting their shit together earlier)
    - Session info on the website earlier
    - Larger social media presence
      - Feature each session in its own post with a preview of what to expect
    - Encourage email blast recipients to forward to colleagues, print out the digital flier and post it in breakrooms, etc.
      - It might be helpful, every so often, to remind people how to sign up for PNBA news and to encourage them to sign new staff up as part of the onboarding process
- Not sure I understand Greg's conclusion re: lower attendance this year; virtual sessions had an average of 45 attendees compared to 37 (150 in 4 concurrent sessions)
  - I think if we can have fewer sessions occurring concurrently we'll have higher attendance; I know education sessions don't technically make any money, but put me in front of a publisher and I will convince them that education sessions assist in the health of our stores and the retention of our staff. The return might not be obvious or immediate, but it's real.
- I think we need to broaden our attempts to get session proposals; we need to meet our members wherever they're at (which, I suspect is, Twitter, Instagram, and/or Facebook)
  - It would also be helpful to have a forum where we could post calls for specific sessions that are in need of panelists; this will help ensure a diversity of panelists
- I think the webinars worked well for sessions, but I heard feedback about people missing that in-person camaraderie and being bummed they couldn't see who was in the session. If we went virtual again, I wonder if there is a chatroom forum we could set up where members can chat at any time throughout the show (something like Slack, but simpler).