

Attendees Story

At Blink we want to do our best to get the feel your attendee will have as they head for the general session, usually early in the morning. To best do that, we write a story of their ride or walk to the venue and entrance into the general session room.

In this case our attendee is taking a shuttle bus to the convention center for the opening general session. This is her description to his coworkers when she gets back. Our story begins:

It was absolutely worthwhile, I brought back so much information which we can all use. But, let me tell you how they had it set up.

On the first day I had to take a shuttle to the convention center. You all know how that can be, crowded and warm, just kind of a small pain.

Well, they had water in plastic bottles which was labeled by the sponsor. It was Energetics Incorporated. That helped since it was a pretty warm morning.

The bus was great, air conditioned and very clean. What was great is that they had produced a video which played on the little screens which explained about all of the various events and things to do while in town, even restaurant suggestions. It also gave instructions on how to get tickets to the game that we were all going to attend.

The bus pulled right up to the convention center and we entered through the doors with a really great banner that had our name on it. You know how big that place is, so the banner and all of the signs with directions really helped. They also looked great, matching the program book look. At first I was kind of nervous about getting lost, but we had little maps of the center laminated and attached to our badges, wow, did that make it easy to get around.

I followed the signs to the Internet Cafe, got a latte and then checked email. From there it was easy to get to the general session room. I followed the crowd and walked into the ballroom, and was I impressed. The set was lit like a morning sunrise. They had really nice and mellow music playing. Not so mellow that I would fall asleep, but just right. It also wasn't so loud I couldn't catch up with friends I hadn't seen since last year's conference. That was pretty fun.

On the screens they had a trivia quiz about the association going on. You didn't win anything, but it was fun to compare answers with others and I have to admit, I learned a lot about our business, kind of surprising.

This year they decided to have the State of the Association as the first thing – you all know how that can be, but it wasn't like that this year. Instead, after people were introduced and they went through the day's events, a special guest was announced. Get this, it was Larry King. As he came out part of the set that had been in the dark lit up and it was like one of those talk shows, you know, a couch and chair, the whole thing.

He went over there and was pretty cool. He then introduced Sam Stevens for the State of the Association speech, only it wasn't a speech. Sam went over and joined Larry King on the couch. He was then interviewed by King. It made it much more interesting. They also played a video that was a quick recap of all of the numbers and that sort of thing.

It is up on the association's Web site to watch if you want to see that portion.

After the interview was over, and it seemed to go so much faster than last year, Larry King left and Sam went to the podium where he introduced this year's volunteer of the year awards. That was pretty intense because some people did some really amazing things.

After that, the day's guest speaker, Doris Kearns Goodwin was introduced. She went to the podium and Sam went to his chair in the audience, not too far from me to listen to her really great speech.

At the end of her speech, Sam went up, thanked her, and then reminded us about the breakout classes and the ball game.

I then got up and ran into