

FMMS 2019 LESSONS LEARNED CONFERENCE MINUTES

Meeting Date/Time: 9/20/19 at 1130 (PDT)

MEETING AGENDA:

1. Roll Call (Glenn Hofert)
2. Opening Comments and Review of FMMS 2019 Survey results (Hofert/Dornan)
3. Subcommittee Lessons Learned Briefs (Chairs to brief their “goods” and “bads” and then ask their subcommittee members to provide any additional comments):
 - a. Programs (Hofert)
 - b. Technical Papers (Hofert for Hekman)
 - c. Exhibits/Sponsorships/Registration/Finance (Burgamy)
 - d. Ops/Logistics (Zilber/Dornan)
 - e. Innovation Theater (Ludwig)
 - f. Marketing/Publicity (Dornan)
4. Collaborative Events Lessons Learned Briefs
 - a. Port Engineers Symposium (Jacobs/Keyes)
 - b. INDP (O’Donnell)
 - c. Surface Ship Corrosion Control Roundtable (Vasquez)
 - d. Professional Development Courses (Smedley Cox)
5. Final POAM/Action Item Review (Dornan)
6. Closing Comments (Hofert)

MEETING ATTACHMENTS:

1. FMMS 2019 Planning Committee Roster.
2. Final FMMS 2019 Program (dated 8/7/19).
3. Final FMMS 2019 POAM.
4. Final Registrations/Exhibits “Days to Event” Chart.
5. FMMS 2019 Post Event Survey Results.

LESSONS LEARNED:

1. Try to avoid having the FMMS the first full week in August as it conflicts with the Engineering Duty Officer (EDO) All and New Captain’s Seminar in Washington D.C. every year. That meeting requires many Flag Officers to be in DC and is mandatory for EDO Captains.
2. Continue using the San Diego Convention Center as the venue for FMMS in SD, for the foreseeable future and keep using the ballrooms and rooms along the harborside as we did this year.
3. Try to get a mid-week FMMS in SD, even if it means shifting the dates out of August and into the Fall (late October through the month of November).
4. The opening night welcome social reception was a huge success and well attended. Having the social on the terrace outside the exhibit hall on the water-side was perfect.

5. Ensure you have a good food and beverage budget. The food and beverage this year was outstanding compared to previous years, largely due to the increased food and beverage budget.
6. Utilize the ASNE/Port Engineer's MOU for every FMMS. This requires the Port Engineers to provide their agenda to the FMMS Planning Committee at least one-month prior to the FMMS. It also required the Port Engineers to wear their ship ball caps and visit the Exhibit Hall for at least 1-hour per day.
7. Continue hosting the NAVSEA 05 Engineering Room at FMMS. They put together an outstanding technical program. They had 11 presentations during 1 full day of our FMMS program.
8. Continue having the Innovation Theater in the Exhibit Hall at FMMS, but move to the back corner of the Exhibit Hall, so that the noise generated from the Innovation Theater does not impact discussions going on in the surrounding Exhibit Hall booths. Also the 1.5 days of Innovation theater program seemed just right. There were 14 presentations over the 1.5 days. Running the Innovation Theater is a full time effort so ensure you have a person identified to do nothing but run that program.
9. Ensure you have the Post-Event Survey results for your Lessons Learned Conference. Also ensure that there is enough time to collect the results of that survey before your LL conference and ensure it gets the widest distribution for survey participants. We only had 53 respondents to the FMMS 2019 survey, however we discovered that that was because we were tying the proceedings to the survey (i.e. only people entitled to receive the proceedings received a survey. Consider sending the survey to ALL who attended the FMMS.
10. Attempt to get as many sponsors as possible for dinner/lunches/breakfasts etc. to cut down on your budget costs.
11. The Port Engineers came in numbers to this FMMS. They produced 150 attendees, even though they were anticipating 136. Make sure your room size for their event is large enough to support at least 150.
12. Do not attempt to utilize Specialty Flooring in the SDCC for the Innovation Theater Floor. It is OK to use in VA Beach CC since they have concrete floors in the Exhibit Hall, but in the SDCC they have carpeted floors in the Exhibit Hall and there were liability issues with potentially destroying the carpet.
13. We purchased 300 coins for the SD FMMS 2019, which was too many. Recommend no more than 200. Also we attempted to sell the coins, but since they were not well advertised we only sold a handful of coins. Recommend better advertising if you want to sell coins.
14. The large video wall at the registration booth is a MUST. That drew much attention and received numerous accolades. It is also very useful for putting out general information to FMMS attendees.
15. Innovation Theater and Engineering Room schedules on easels in various location worked out well.
16. Watch your expenses in your FMMS budget. We built in a 10% buffer for contingency expenses, but we managed the expenses so well we did not have to tap into the contingency funds.

17. The SWRMC overview in the Innovation Theater drew a heavy crowd. Recommend having an RMC overview in all future FMMS events.
18. In addition the MIDWAY brief and the UCSD Manned Submarine presentation were big hits in the Innovation Theater. Recommend doing those again in future FMMS events.
19. The survey showed that the #1 most effective method of advertising FMMS is E-mail. Second most effective was friend, family colleague. Utilize these methods in the future for FMMS marketing.
20. The survey showed that the #1 reason that people attended FMMS was for: Networking/Business Development. #2 was Exhibits and #3 was the Technical Program. Consider hyping up these three aspects when marketing for future FMMS events.
21. The survey indicated that 83% of respondents were either “Very likely” or “Extremely likely” to attend FMMS in the future, so ASNE definitely has a full head of steam and is climbing the ladder with the bi-coastal FMMS events.
22. The survey indicated that 85% of respondents said the Exhibit Hall enhanced their participation in FMMS 2019. Continue to find ways to market the Exhibit Hall.
23. High Government registration costs may have been a significant driver behind our low Government attendance at FMMS 2019 this year. Consider dropping the prices for Government attendees in the future.
24. There was an issue with ASNE member badging. We have been trained to tell people that they need to change their “yellow” badges (non ASNE member) into “red” badges (ASNE member), but for some reason at FMMS 2019 registration only gave red badges to people who paid the full registration fees and/or had full access to the show (including keynote and panels). There were many ASNE members that only had the free access to the exhibit hall and they did not get red member badges for FMMS 2019. Need to change this for future FMMS events.