

Does North America Work?



AGENDA

THURSDAY, NOVEMBER 5, 2009
KAUFFMAN FOUNDATION CONFERENCE CENTER
KANSAS CITY, MISSOURI

7:30 am
Breakfast and Opening Comments by North America Works and CIBER

8:30 am - 9:45 am
Opening Session: "Ports and Borders: Does Security Still Trump Trade?"
Speaker: Rob Bonner, former Director US Customs (AI Figuly)
Response, Q & A (perhaps have a Canadian respondent to Bonner)

10:00 am - 11:30 am
Breakout Session
[Session in KC: Conversation on North American Freight Transportation, featuring Senator Kit Bond, Randy Garber (A. T. Kearney) and Stephen Blank]

12:00 pm - 1:30 pm
Lunch Session: "Mexico: A North America Crisis?"
Speaker: Arturo Sarukhan, Mexican Ambassador to US
Response, Q & A

2:00 pm - 3:30 pm
Afternoon Session: "Greening Together: Cooperating on Carbon?"
In cooperation with the North American Commission on Environmental Cooperation

3:30 pm - 4:30 pm
Breakout Session
[Session in KC: More from "Greening Together"]

6:00 pm
Evening Program – CIBER keynote speaker

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MARKETING PLAN

IDENTIFYING YOUR TARGET AUDIENCES & CHOOSING A LOCATION

This conference will address trade and transportation issues pertinent to policy makers, government leaders, university faculty, local industry leaders, and business managers. We recommend limiting your local forum to a maximum of 25 people. Larger groups will make active online sharing with the Kansas City conference more challenging and will diminish the effectiveness of discussing local issues during breakout sessions. We encourage you to hold your forum in a locale considered to be a major transportation hub or in an urban center where trade and transportation officials could more easily attend.

For CIBERs located in western time zones, we recommend that you join the day's events starting with the lunch speaker, participate in the afternoon live sessions, and then present the conference's morning sessions, which will be available for viewing online. The conference in its entirety will be available to you online the following day in case you would like to hold your local event at a later date (minus the interactive Q&A, of course).

MAKING THE PITCH

Forum attendees will first and foremost be able to participate in the broader conference without the added expense of travel of Kansas City. The speakers in Kansas City are considered to be among the top experts on trade and transportation in North America, and the use of technology will permit active sharing of information between Kansas City and the satellite forum locales. In addition, attendees will be able to engage in constructive dialogue with other local government officials, academics, and business professionals on issues that pertain to their specific regional circumstances. You will also probably want to have selected local leaders serve as moderators for your forum. Adding a locally well-known keynote speaker to your forum will help you craft a more persuasive message to attract attendees.

WHAT TO OFFER AT WHAT COST

Your forum should take into consideration the budgetary constraints of universities and governments, especially the cutbacks in funds available for travel. A registration fee, if charged at all, should be minimal, preferably enough to cover your basic expenses. To put registration fees in perspective, the Kansas City conference - which includes an evening reception on November 4, the all day proceedings on November 5, and tours of industrial sites on November 6 - is \$150 early bird and \$175 regular.

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TECHNOLOGY

SOCIALLY NETWORKING YOUR ATTENDEES

When attendees register for your local forum, it is important to get them connected to the conference's NING social networking site. Please send the names and email addresses of registrants to Shawn Conner, Program Manager at Indiana University's CIBER, at shconner@indiana.edu. He will then send e-invitations to those registrants.

The NING site will house pre- and post-conference materials, and online chat during the conference will be done through this site. If forum attendees bring their own laptops and have internet access, they can actively participate in the chat.

VIDEOCONFERENCING RECOMMENDATIONS

We encourage you to broadcast your forum so that others in your region can listen via the web. In addition, conference attendees in Kansas City may be able to tap into your discussions during Q&A sessions, making the conversation even more real-time. Here is what you'll need in order to broadcast:

- Videoconferencing systems that use the H.323 over IP (or if necessary, H.320 over ISDN) videoconferencing protocol (Systems such as Polycom, Tandberg, Lifesize, etc.)
- High definition (720p resolution over H.323) is preferred; however, standard definition videoconferencing systems will work
- Satellite sites will preferably use systems that support the ability to display H.239 (dual stream transmission of computer slides) at XGA resolution
- Rooms should have two separate displays - one display to show the videoconferencing camera image and the other to show any presentation slides, video, etc.
- Each site is encouraged to provide high speed wireless guest access to all participants and should, at minimum, have an "e-moderator" to post questions to the chat room and discussion forums during Q&A Sessions
- All sites will be asked to videotape (and stream live if possible) their local breakout session for use in the moderated wrap-up discussion. Up to ten regionally dispersed sites will be asked to share their discussions in the whole conference sessions.