

# KLAS Users' Conference Planning Guide

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## KLAS Users' Conference Planning Guide

The KLAS Users' Conference is a collaborative event planned and executed by staff of Keystone Systems in combination with the local hosts and the KLAS Users' Group Program Committee, Logistics Committee, and Officers. We invite KLAS customers to act as local hosts to help support and distribute the cost and time commitment of running a conference, and so that the same regions don't bear the brunt of the travel each time. The role of the local host may include:

- Finding / providing meeting space, hotels, catering options, speakers, transportation, etc.
- Acting as a liaison with organizational administration and IT staff, local vendors, etc.
- Contacting and / or visiting venues along with Keystone staff before and during site visits.
- Acting as a local guide / source of information as the conference is planned.

This planning guide is intended to help outline the logistics and planning process to host a successful KLAS Users' Conference.

### Conference Planning Considerations

#### ***General***

- ❑ Support of Library Administration and other stakeholders and funding sources such as grants or a Friends Group is vital to a successful conference.
- ❑ Preferred Timeframe: Mid-March – Mid-April. However, Dates for the conference are flexible depending on hotel rates, library preference, etc. Off-season rates are usually better.
- ❑ Conference Setup is Sunday & Monday. Please prearrange availability and access to computer workstations and A/V equipment with IT.
- ❑ Conference Registration is Monday (either at the hotel or onsite) & Tuesday morning (onsite)
- ❑ Welcome Reception for Monday night is sponsored by Keystone Systems, but host contributions such as decorations are welcome.

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- ❑ Location for the Reception/Dinner at the hotel is not desirable. A catered event at the library facility or at a local restaurant or place of interest is preferred. If the location / facility allows for beer or wine, Keystone will offer to provide them.
  - ❑ Optional Activities may be offered Tuesday night, pre and/or post conference
  - ❑ Coffee, soft drinks, snacks for two breaks (AM and PM) on Tuesday and Wednesday and one break (AM) on Thursday should be available onsite. These are generally purchased by Keystone using funds from the registration fees, but making use of the site host's equipment, serving trays, facilities, etc. to the degree possible.
  - ❑ We try to arrange a hotel with a full or Continental breakfast, but we do still offer coffee, tea, and some light breakfast food items during Coffee with Colleagues. Again, these are covered using registration fees, but anything that can be provided by the host will help those funds go further.
  - ❑ If attendees go out for lunch, 1.5 hours is more appropriate for the lunch break. If lunches are catered, one hour for the lunch break is feasible. There are benefits and drawbacks to each, but due to the cost of catered lunches and to accommodate different tastes, we generally prefer going out if the location is convenient to an appropriate number of lunch spots.

### ***Facilities Wishlist***

- ❑ At least one Training Room for Hands-on Training, with computer workstations for 10-15 class attendees. Please see Hardware Requirements document for more details.
- ❑ One Large Meeting Room with tables and chairs for approximately 60 persons.
- ❑ Two smaller conference rooms for breakout sessions with digital projector and screens.
- ❑ Coffee with Colleagues gives attendees time to gather, network, and be seated and ready to begin at 9:00 AM. As such, an area is needed where food and beverage can be served, preferably near the large meeting room.
- ❑ Location for Monday night Welcome Reception either at library, hotel, or nearby museum or point of interest for 60-70 persons.

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***Technical Wishlist***

- ❑ A/V in large room to include microphone (lavalier and two handheld on stand), podium, and speakers.
- ❑ A/V at reception to include microphone (lavalier or handheld and a stand) and speakers.
- ❑ A/V in all training and meeting rooms to include digital projector and screen
- ❑ The conference KLAS databases, Microsoft Excel, and a browser with internet access installed on workstations in training room (s).
- ❑ Internet Connection in large meeting room and training rooms, as unrestricted as possible.
- ❑ Webcams with video streaming capability for all rooms. Especially for the large meeting room, two webcams (one on the speaker and one on the audience) is better.
- ❑ IT approval to connect one or more Scribe duplication devices to an open internet connection.

***Hotel / Transportation Wishlist***

- ❑ Hotel preferably within walking distance of the library (less than 1/2 mile).  
If hotel is *not* within walking distance, other transportation options must be considered and can be very expensive (bus rental, van rental, etc.). Uber Vouchers can be less expensive than the previous, but can be harder for some attendees to use.
- ❑ Transportation option for those who need it even within 1/2 mile (library van or mini-van, or Uber Voucher).
- ❑ Government rate available at hotel (preferred).
- ❑ A more substantial breakfast at the hotel is preferred, allowing Coffee with Colleagues to be supplemental and not a full meal.

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- ❑ Recommended Rooms to Block based on 2023-2025 hotel pick-ups:
    - Sunday Night – 30
    - Monday Night – 35
    - Tuesday Night – 35
    - Wednesday Night – 35
    - Thursday Night – 15
  - ❑ Restaurant options for Tuesday and Wednesday
  - ❑ Activities within walking distance of hotel for Tuesday evening are a bonus.
  - ❑ Private room / space for Wednesday evening Cards & Connections.
  - ❑ Other considerations: What are the consequences of booking more or less than the room block? How many room nights must be booked to receive a complimentary room(s)?

## Other Items

### ***Materials***

- ❑ Conference schedules / nametags / restaurant / local business lists are prepared by Keystone and are shipped prior to the conference or brought by Keystone staff attending the conference
- ❑ Local interest items, pamphlets, maps and giveaways can be added to the registration packet

### ***Speakers & entertainment***

- ❑ Request / arrange a notable person e.g. the library director, state library director, mayor, a supportive legislator, administrator, senator, etc., for the welcome speech at the opening session.
- ❑ A local patron, author, or other speaker to serve as the conference keynote speaker for Monday's opening general session
- ❑ A person or group of local interest to provide entertainment at the Welcome reception

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## **Logistics**

- ❑ Local staff / volunteers are needed to help at the registration table on Monday / Tuesday to help check attendees in and answer questions about the host facility / location.
- ❑ Cost for catered lunches for attendees can be included in registration costs if necessary
- ❑ Will break foods need to be catered in or can they be purchased by Keystone?
- ❑ Is there available equipment / space to store perishable and non-perishable items if they can be purchased rather than catered?

## **Conference Format**

The last fully in-person KLAS Users' Conference was held in 2019. Prior to 2019, the KLAS Users' Conference was an annual in-person only conference with a Tuesday-Thursday schedule including an occasional Monday pre-conference offering hands-on training sessions.

In 2023, the first hybrid conference offered an opportunity to reassess how the conference schedule worked / try something new. Therefore, the 2023 conference offered a new schedule to try to address comments from attendees of previous conferences, such as Tuesday being "too long" and wanting hand-on sessions throughout the conference rather than as a pre-conference, in addition to the practical needs of virtual attendees across time zones.

- In 2019, the KLAS Users' Group decided to have a biennial KLAS Conference.
- To keep users up to date during the alternate year, Keystone began hosting the free, fully online KLAS Users' Mini-Conference in 2020.
- 2021's conference was slated to be in-person, but COVID concerns resulted in Keystone hosting its first online conference.
- 2023 and 2025 were then offered in a hybrid format with various changes to the schedule, budget, and equipment needs necessary for such.

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***Format Changes***

- Monday afternoon general session, with time for travel in the morning. The opening general session provides a warm welcome to attendees, while latecomers won't miss out on any breakout sessions.
- Monday evening Welcome Reception, while attendees are fresh. This also provides an opportunity for new attendees to get to know people at the start of the conference.
- Hands-on Training Tuesday-Thursday exclusive for in-person attendees. This provides a clear and valuable benefit for in-person attendance to justify the costs of travel and lodging, and takes advantage of the Keystone staff on site.
- General and breakout sessions offered in a hybrid format. In combination with the above, it allows for the hybrid portion of the schedule to be offered only during working hours for both Eastern and Pacific time zones, while still offering a full day for in-person attendees.
- Introduced "Cards & Connections" Wednesday evening social event.



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***Previous Conference Schedules*****2010 = 3 days (Tuesday – Thursday)**

## Tuesday

- General Sessions: 9:00 AM - 10:30 AM
- Breakout Sessions: 10:45 AM - Noon
- General Sessions: 1:30 PM - 3:30 PM
- Breakout Sessions: 4:00 PM - 5:30 PM

## Wednesday

- Breakout Sessions: 8:00 AM - 9:30 AM
- General Sessions: 10:00 AM - Noon
- General Sessions: 1:30 PM - 3:30 PM
- Breakout Sessions: 4:00 PM - 5:30 PM

## Thursday

- Breakout Sessions: 8:00 AM - 9:30 AM
- General Sessions: 10:00 AM – 1:00 PM

**2011-2016 & 2018 Schedule = 3 days (Tuesday – Thursday)**

## Tuesday

- Coffee with Colleagues: 8:30-9:00 AM
- General Sessions: 9:00 AM - 10:30 AM
- Break: 10:30 - 10:50 AM
- Breakout Sessions: 10:50 AM - Noon
- Lunch: Noon - 1:00 PM
- General Sessions: 1:00 PM - 3:00 PM
- Break: 3:00 - 3:20 PM
- Breakout Sessions: 3:20 PM - 4:30 PM

## Wednesday

- Coffee with Colleagues: 8:30-9:00 AM
- General Sessions: 9:00 AM - 10:30 AM
- Break: 10:30 - 10:50 AM

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- Breakout Sessions: 10:50 AM - Noon
  - Lunch: Noon - 1:00 PM
  - Seminar Sessions: 1:00 PM - 3:00 PM
  - Break: 3:00 - 3:20 PM
  - Breakout Sessions: 3:20 PM - 4:30 PM

#### Thursday

- Coffee with Colleagues: 8:30-9:00 AM
- General Sessions: 9:00 AM - 10:30 AM
- Break: 10:30 - 10:50 AM
- Breakout Sessions: 10:50 AM - Noon
- General Sessions: Noon - 1:00 PM

### 2017 & 2019

Hands-on training offered as a pre-conference on Monday with the following schedule:

- 12:30-2:30 Hands-on Preconference Session 1
- 2:30 PM Tour of Library
- 3:00-4:00 Hands-on Preconference Session 2
- 4:00-5:00 Hands-on Preconference Session 3

### 2021 – Conference was held fully online

### 2023 & 2025 Hybrid Conference Schedule

#### Monday

- 2:00-5:00 PM Conference Registration
- 3:00-5:00 PM General Session
- 6:30-8:30 PM Welcome Reception

#### Tuesday

- 8:30 -11:30 AM Conference Registration
- 8:30-9:00 AM Coffee with Colleagues
- 9:00-11:30 AM Break-out Sessions
- 11:30 AM-1:00 PM Lunch on Your Own

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- 1:00-2:20 PM General Session
  - 2:20-2:30 PM Break
  - 2:30-5:00 PM Breakout Sessions

#### Wednesday

- 8:30-9:00 AM Coffee with Colleagues
- 9:00-10:10 AM Break-out Sessions
- 10:10-10:20 AM Break
- 10:20-11:30 AM Break-out Sessions
- 11:30 AM-1:00 PM Lunch on Your Own
- 1:00-2:00 PM Breakout Sessions
- 2:00-2:15 PM Break
- 2:15-3:15 Breakout Sessions
- 3:15-3:30 PM Break
- 3:30-4:30 PM Breakout Sessions
- 4:30-5:00 PM General Session
- 6:30-8:30 PM Cards & Connections

#### Thursday

- 9:00-10:10 AM Break-out Sessions
- 10:10-10:20 AM Break
- 10:20-11:30 AM Break-out Sessions
- 11:30-11:45 AM Break
- 11:45-1:00 PM General Session
- 1:30-5:00 PM Optional Networking Activity

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## 2023 & 2025 Conference Setup & Schedule Summary

### Sunday:

- Shop for break foods if needed
- Training / general session room setup (if available)

### Monday:

- Training room(s) setup
- Conference rooms and AV equipment setup
- Registration begins at hotel or conference site
- Afternoon Opening General Sessions with Keynote
- Welcome Reception and Dinner sponsored by Keystone Systems in the evening

### Tuesday:

- Registration continues at conference site
- Morning Hands-on/In-person Sessions
- Afternoon Breakout and General Sessions

### Wednesday:

- Morning Hands-on/In-person Sessions
- Conference Committees meet during lunch
- Breakout and General Sessions
- Cards & Connections at the hotel in the evening

### Thursday:

- Morning Hands-on/In-person Sessions
- Closing General Sessions
- Conference officially adjourns 1:00-1:30 pm
- Optional post conference activities

## **Conference Attendance & Registration Fees**

### ***Attendance***

#### **2003-2008 Average attendees**

- 80-100 including Keystone Staff

#### **2009-2019 Average attendees**

- 55-65 including Keystone Staff

#### **2021's attendees**

- nearly 300 attendees (fully online due to Covid)

#### **2023 Hybrid Attendance**

- 37 In-Person including Keystone Staff
- 81 Online

#### **2025 Hybrid Attendance**

- 45 In-Person including Keystone Staff
- 78 Online

### ***Registration fees since 2017***

#### **2017 KLAS Users' Conference in Atlanta, GA**

- *Early Bird: \$120.00/person before 1/6/17*
- *Full Registration: \$145.00/person 1/7/2017 – 2/20/2017*
- *Late Registration: \$170.00/person 2/21/2017 – onsite*

#### **2018 KLAS Users' Conference in Boise, ID**

- *Early Bird: \$120.00/person before 1/31/18*
- *Full Registration: \$145.00/person 2/1/2018 – 3/30/2018*
- *Late Registration: \$170.00/person 3/31/2018 – onsite*

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**2019 KLAS Users' Conference in West Palm Beach, FL**

- *Early Bird: \$120.00/person before 4/30/2019*
- *Full Registration: \$145.00/person 5/1/2019 – 6/18/2019*
- *Late Registration: \$170.00/person 6/19/2019 – onsite*

**2021 – Online Conference using PheedLoop Platform**

## Online Attendees

- *Individual = \$25*
- *Small Group (2-5 persons) = \$50*
- *Large Group (6-10 persons) = \$100*

**2023 Hybrid Conference in Nashville, TN using Zoom Events Platform**

## Online Attendees

- *Individual Early-Bird = \$30*
- *Individual Full = \$20*
- *Group Early-Bird = \$150*
- *Group Full = \$200*

## In-Person (included 1 free online registration)

- *Early-Bird = \$150*
- *In-Person Full = \$175*
- *Late = \$200*

**2025 Hybrid Conference in Indianapolis, IN using Zoom Events Platform**

## Online Attendees:

- *Before December 17, 2024 = \$85 with Early-Bird discount*
- *After December 18, 2024 = \$100 per attendee*

## In-Person Attendees:

- *Before December 17, 2024 = \$200 with Early-Bird discount*
- *December 18, 2024 - February 16, 2025 = \$250 per attendee*
- *After February 16, 2025 = \$300 with late fee*