

Midwest UX 2013 Submission Toledo Region

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BE A BIG PART OF MIDWESTUX 2013... BRING THIS EVENT TO YOUR CITY!

I am pleased to formally open the Request for Proposals for cities & teams interested in hosting the 2013 MidwestUX conference - an annual, regional conference of the Interaction Design Association (IXDA).

Midwest UX is currently in its second year and growing fast to become the must-attend UX event in the Midwest, and draws speakers and attendees from inside and outside the region. The conference covers the practice and discipline of User Experience, Interaction Design and Information Architecture. This year's event is being held again in Columbus, but we are interested in moving the conference to other cities in the Midwest in 2013 and beyond.

The first year of the conference sold out with 250 attendees with 100+ on the waitlist. We are currently on track to sell out our new 2012 venue at 450 attendees. The mission of the conference is two fold. We are working hard to provide a high quality, low cost conference with a focus around User Experience that meets the needs of our regional audience. We are also committed to keeping the conference small and casual where we can support and foster the growth of community.



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- We are working hard to provide a high quality, low cost conference with a focus around User Experience that meets the needs of our regional audience.
- We are also committed to keeping the conference small and casual where we can support and foster the growth of community.

Selection criteria & submission requirements

- A core group of organizers and producers;
- A location that is convenient for attendees from the Midwest;
- Venues capable of seating 450 people theatre-style; 2-3 smaller rooms capable of seating 200 people each; and 3-6 rooms suitable for small sessions and workshops;
- A selection of hotels near to the conference venue(s) at various prices and quality to suit the range of needs of conference attendees (i.e from 3-star to 5-star accommodation) - please include standard room rates;
- A plan for providing Internet access (wi-fi) for attendees at all conference venues and events;
- Catering services at the venue(s);
- Potential venues for conference social events and receptions;
- A strong and vibrant local design community;
- A summary of the process by which the submission was created.

Outline

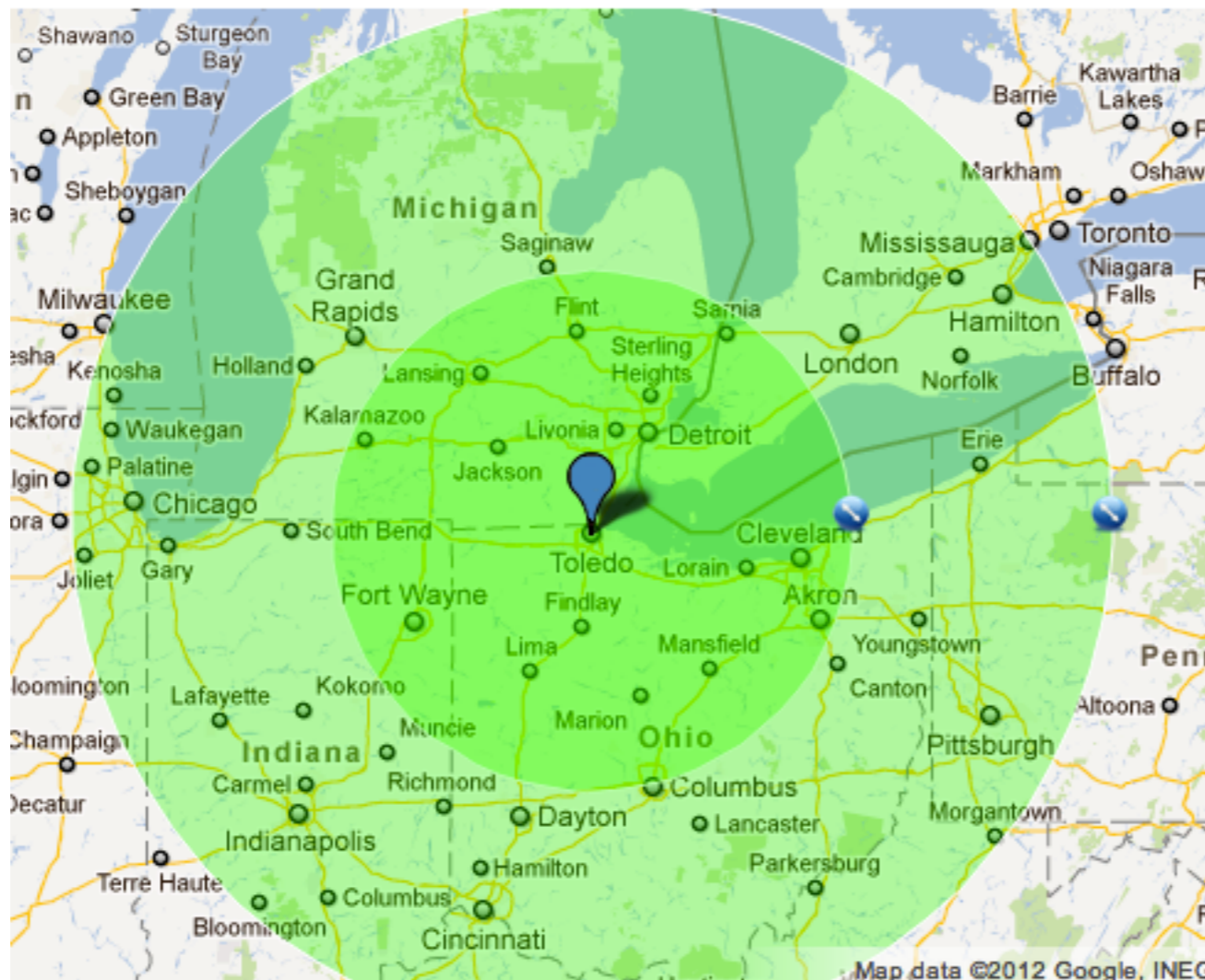
- Organizers & community
- Location
- Venues (conference, social)
- Hotels
- Technology
- Food
- Process for this
- Why Toledo Region?

Organizers, community

- Core
 - Keith Instone
 - AIGA Toledo (Amy Fidler, member-at-large & other officers)
 - Tony Vetter, Destination Toledo (CVB)
- Expected to come on board
 - Toledo Web Professionals (& other informal groups)
 - Companies that do UX: Hanson, Spoke, etc.
 - Other experienced local conference organizers (like TEDxBGSU, student-run, 600+ attendees)
- Extended involvement from midwest “neighbors” planned
 - Detroit (MichiCHI, MiUPA, AIGA), Ann Arbor (IUE conference), Cleveland (NEOUPA), Columbus (IxDA)

Location

- Smaller market, < 2 hours from Detroit, Cleveland, Columbus, 3 hours from Chicago, Cincinnati.




Program, themes: ideas

- New manufacturing economy: UX in the context of manufacturing, old vs. new economy, how design & UX are leading the way for new kinds of business
- About the topic of UX: more inclusive of non-UXers (CIOs, marketing, developers, politicians, elections officials, print designers, etc.)
- Continue the “midwestern feel”
 - High quality, low cost, midwestern values

Venues: Conference

- Option 1 (preferred): Downtown Toledo hotel/convention center
 - Design-focused example: response_ability
- Option 2: BGSU
 - Many examples: Sebo, TEDxBGSU, Nexus for Change
- Option 3: Some other hotel location in the region (U of Toledo, suburbs)
- Option 4: Water Park / Kalahari / Sandusky / Cedar Point (joint w/ Cleveland) - fun, amusement park theme
- Option 5: Maumee Bay State Park - nature theme

Previous conference



TOLEDO, OHIO
MAY 15-16, 2010

response
_ability

- HOME
- ABOUT
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[ORGANIZERS](#)

[SPONSORS](#)

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response_ability

ethics and sustainability in design education

May 15-16, 2010 - Toledo, OH



"One of the tragedies of the design scene is that it always acts too late." –Hans-Rudolf Lutz ¹

response_ability, an AIGA Design Educators Conference, held at Crowne Plaza Toledo worked at creating an ongoing dialogue and debate about design ethics, sustainability and design education. How can we (should we?) create students who feel a responsibility to

How will

Details of response_ability

- AIGA Design Educators conference, May 2010: response-abilityconference.com
- About 100 attendees from across the USA, a few from outside the country
- Crowne Plaza, downtown Toledo
- Program (2 full days, Saturday & Sunday)
 - 6 keynote speakers
 - 24 paper presenters
 - 2 panels
 - 7 round tables
 - 10 posters
- Innovations: Re_video
- Social: Opening reception at Art museum, reception at downtown restaurant

Receptions, social, “fun venues for work” options

- Imagination Station: science, COSI-like, downtown, could continue MWUX 2012 theme
- Huntington Center: concert venue
- Mud Hens: party rooms
- Toledo Museum of Art: keynote, reception
- Toledo Zoo: family, conference facilities
- Cedar Point: physical-digital experience design theme
- Nature: river, birdwatching (“get away from it all”)
- BGSU, U of Toledo: athletics, planetariums, ...

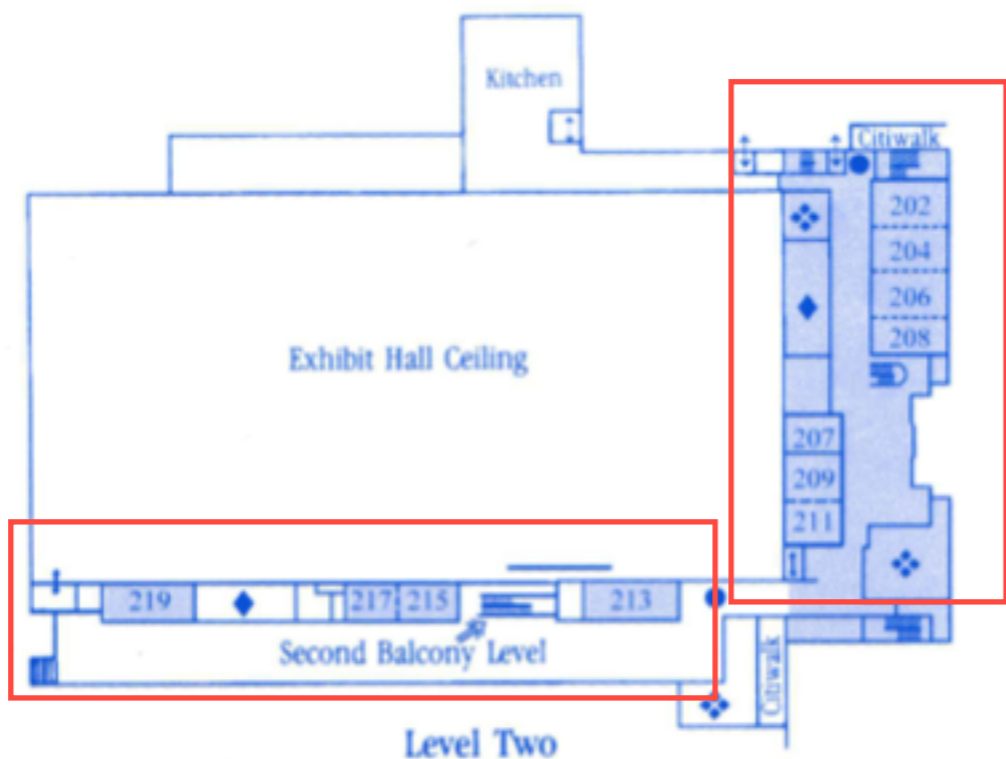
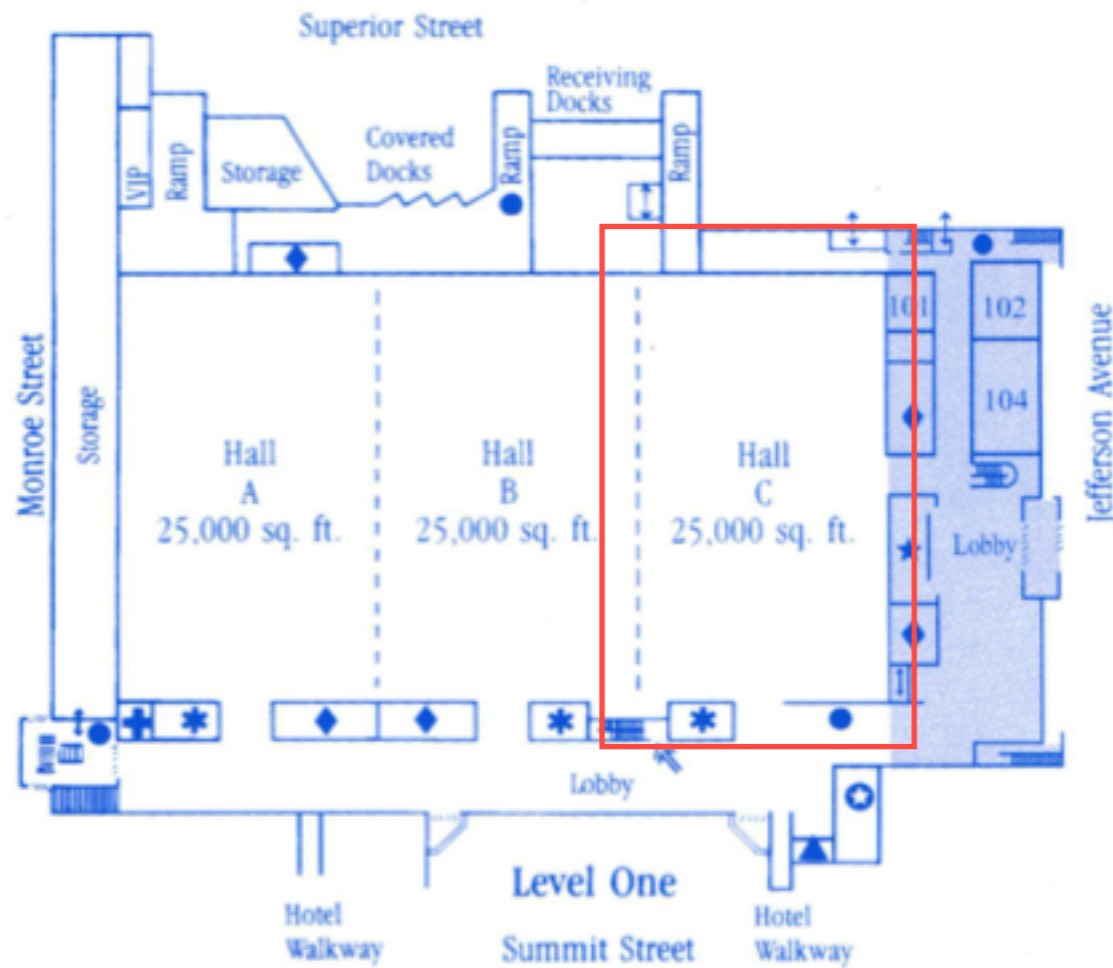
Hotel options

- Downtown Toledo:
 - Park Inn by Radisson (& SeaGate Convention Centre) - see details on the next page. This is the only hotel that has replied so far to our RFP request.
 - Crowne Plaza - worked well for response_ability
 - Food was excellent
 - Environment & rooms were excellent
 - Price of rooms for attendees was great
- Perrysburg:
 - Hilton Garden Inn, La Quinta
- Bowling Green:
 - Hampton Inn, Holiday Express, Days Inn

Possible location: Park Inn by Radisson, SeaGate Convention Centre

- We submitted the 2012 MWUX program (450 max, 3 tracks/150 each, 6 workshops, ...) as template
- May 30 - June 1, 2013 (just as a starting point)
- \$5200 for convention center space, \$0 for hotel space/receptions (assuming block of 550 rooms booked). Possible to get \$5500 rebate.
- Hotel rate: \$92/night plus tax. \$102/night = rebate.

SeaGate Centre Floor Plan



**Hall C = Keynotes,
450 attendees**

**Workshops = Rooms
202-4, 206-8, 209-11,
213, 215-17, 219**

**Presentations (150
each) = 202-4, 206-8,
209-11**

Technology

- A/V & Internet access
 - Many lessons learned from response_ability
- Will be dependent on venue
 - For example, guest internet access is included in room charge at Park Inn

Food

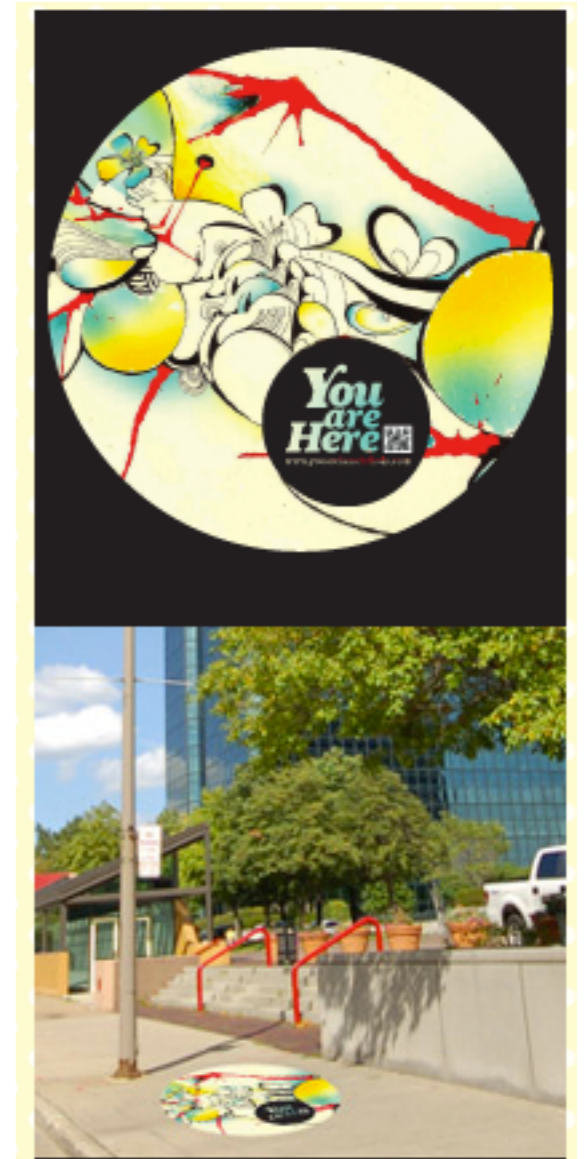
- Hotel catering
 - Options not explored yet
- Uniquely Toledo: Tony Packo's
- BGSU sustainable menu (ala TEDxBGSU)
 - Was “innovative” but too stringent, would have to relax some of the constraints (like vegetarian only)

Process for this submission

- Engage core
 - AIGA Toledo
 - Destination Toledo (CVB)
- Put together this draft for submission
 - Ideally, would have engaged more people & companies, but ran out of time
- If make it to the next level:
 - Engage possible sponsors (e.g., local companies) & build business model
 - Get neighboring UX groups (in Cleveland, Detroit, Columbus, etc.) to commit to 1+ person as volunteer on the conference team, recruit a few local speakers, and market the event to their members/in their area
 - Select venue, set date, etc.
 - Late May/Early June 2013 is good in general, esp. for students

Why Toledo Region? AIGA!

- Local chapter of AIGA - toledo.aiga.org
- Toledo chapter formed in 2007, 145 members
- Innovations:
 - response_ability conference
 - Urban Forest Project - ufp-toledo.com
 - You are Here - youareheretoledo.com
- Officers committed to “lead the digital bandwagon” within AIGA local chapters



Why Toledo Region? Keith!

- Keith Instone, Veteran (“old fart”) of UX
 - Can personally call in favors from many awesome speakers (and even more less-than-awesome presenters)
- Experienced conference helper
 - EWHCI, Russia, 1993-5
 - CHI, 1995-1999, 2010
 - IA Summit, too many to list
 - Midwest UX (small amount of help)
 - World IA Day, World Usability Day
- Well connected to neighboring UX groups

Why else the Toledo Region?

- Not in Columbus but still close by for Columbus locals (who may be assuming a conference each year in town)
- One small step to the west
 - Will attract more from Michigan, for example
 - Following Toledo, then Chicago might be a good location the following year, then St. Louis or Minneapolis: “Go west young man”
- “2nd tier” (vs. Detroit, Chicago, etc.) but “right in the middle” of many of the top tier cities in the eastern part of the midwest
 - Small test: UXers came from Detroit & Cleveland to attend a Mud Hens game together a few years ago

Thanks!

- Thanks for even considering the Toledo Region!
- We are honored to be able to submit
- Questions, comments - contact Keith Instone

Appendix: Questions

- How much does the proposal need to address IxDA? Does there need to be a local IxDA chapter in the host city, for example - or is there an assumption that one will be formed to pull off the event? Does MWUX13 actually have to be associated with IxDA at all?
- The conference has been associated with IxDA Columbus, but moving forward, I don't see a need to force an association with IxDA. I think it's open.
- Should the time of the year be addressed in the submission? Is MWUX13 assumed to be in the May/June timeframe or can the proposals include other dates through out the year?
- I'm open to switching the time of year as well. It doesn't need to be in the spring to be successful. I think it depends on the local organizing team. So, the time frame is open as well.

Financial questions

- What sort of financial model are you expecting? For example, how much it will cost to host different options, how much sponsorship money is expected vs. already committed? For example, a proposal from a location might include a "fancy" option, a "medium expense" option and a "budget" option. If selected, then more work is done to determine which option is financially feasible.
- Will you be providing financial samples from the first 2 years of MWUX to help us predict our own expenses and such? e.g., we spent X% amount of our budget on food, we got %A of our income from attendee reg and %B from sponsors.