

***Is the current style of COTMA Conferences Still Relevant?***  
***COTMA Executive***

Points made during the discussion – some of a conflicting nature.

- Name of “Conference” – not just friendship. Change of name?, perhaps Convention.
- Insert – highlight, social contacts, start to plan what is to happen at the event.
- Think ahead of dates
- Renew attendees – continuity of attendees and new faces
- Cost of travel
- more general membership??
- Is the name keeping away some people?
- Competition with other events
- Kym Smith – what is actually in the name
- More speakers from outside the organisation
- Need a day break
- Attract sponsorship – need a “serious event” word
- More museum based speakers
- Bill Kingsley – good to have a guest speaker – eg guest from overseas, key note speaker.
- Need to hard sell the conference
- Timing important
- John Phillips – noted that about 30 people attending the last AGM at Hawthorn.
- The AGM happens – last year a tram tour helped to attract people
- Watch alternatives – could kill of conference – help the informal social gatherings.
- Peter Hyde – other tramway events, eg 10<sup>th</sup> birthdays events.
- David Cawood – AGM – intermediate years – make it attractive, put a bit of interest around the event.
- John Binns – free motor cars to Tas on ferry and \$30/head for interstate visitors to Tasmania during the winter months.
- Need to get the information out to people
- No information what it is all about
- Not a meeting for the hierarchy
- Who is the target audience?
- Idea of subject matters in advance
- Noel Donaldson – partners program – 1 day only in Auckland, need a full program
- Richard Gilbert – time of event. Melbourne perhaps after the commonwealth games, while November offers daylight saving. NZ – the COTMA conference seems to be time when the Earnslaw is out of the water.
- John Shaw – newsletters of photos with it of the events, pool photos of events.
- Bob Pearce – should we have a particular time of the year, eg June – weather dependent, would assist those who have to plan their leave in advance.
- Length of Conference
  - - 3 days too short
  - - need for leisure time
  - - 5 days now, in house
  - - brag sessions – 4 or 5 days

- - need a good breakup
- - give value for \$'s
- - 4 full days the go
- - If 5 full days, a break day and do your own thing.