



FNPS Conference 2023 Report

Virtual Conference - 'Adaptations'

Summary

With the theme, 'Adaptations', the 2023 Virtual Conference was held from April 29 - 31st. The Conference was planned by the Conference Committee and delivered by FNPS staff and volunteers, using the Whova platform. All registrations were managed through the FNPS 'in-house' CiviCRM system, which meant we did not pay Whova an additional fee for managing our registrations.

Overall, the virtual conference was a success, raising \$XXX, and providing high quality information and experiences to at least 266 people. However, the attendance numbers were lower this year than for the previous 2 virtual conferences, suggesting that the demand for virtual conferences may be waning.

This report will be used to inform our event planning for 2024 and the in-person conference in 2025.

Registrations

- There were 401 registrations, made up of 306 people who paid the \$55 fee and 95 who did not (were complimentary).
- Of the 401 registrations, 319 active users logged in to Whova (ie. Attended the conference).
- Of the 319 active users, 266 attended at least 1 session.

Members

- Of the 401 registrants, 317 were members, 77 were not, and 7 had expired memberships.
- Approx. 6% of our members attended the virtual conference.

Chapters

- 9 Chapters Sponsored the Conference.
- Magnolia, Serenoa, Paynes Prairie, Pawpaw, and Cuplet Fern Chapters had the highest attendance.

Sessions

- The Conference comprised 30 Sessions, including Keynotes, panels, Zoom breakouts, poster sessions, games, and presentations.
- The sessions were attended by a total of 266 people.
- We logged a total of 567 watch hours, which is an average of 2.1 hours per person.
- 62 people watched 3 sessions or less.

Sponsorships

- There were 26 Sponsors, who contributed a total of \$7,450, which is more than in previous years (of virtual conference).
- Sponsors were approached by the Executive Director, offering a package, which included complimentary registrations to the conference and advertising.

Silent Auction

- There were 70 Silent Auction items donated by 54 people and businesses, with a total retail value of \$6,220.
- The silent auction raised \$3,638, which is far more than in previous years (of virtual conference).

Merchandise

- The Conference Logo was used to create merchandise available to purchase via Spring.
- Merchandise sales raised \$369

Feedback

- From the Whova survey that was accessible during the conference, we captured that:
 - 12/35 respondents favorite was or included VanderMeer, Tallamy same
 - 32/35 people said the conference met or exceeded their expectations
 - 32% liked the virtual format, 15% would prefer in person, 53% would like hybrid

Financials

Revenue	Forecast	Actual
Virtual Registration Fees	\$17,875	\$16,775
Field Day Registration Fees	\$9,800	\$8,130
Sponsor income	\$5,000	\$7,450
Silent Auction	\$1,591	\$3,638
Vendors	\$0	\$100
Merchandise	\$0	\$396.29
Total	\$34,266	\$36,407.29
Expenses	Forecast	Actual
Paid to Chapters	\$9,800	\$8,130
Contract Services - Whova / Admin	\$6,199	\$5,795
Speaker Fees	\$500	TBC
Milage	\$300	TBC

Other / Merchant Fees	\$500	TBC
Payroll	\$9,015	TBC
Total	\$26,314	TBC
Net Income	\$7,952	TBC

Conference Field Days

Analysis to follow...

Conference Data

Virtual Conference Registrations by Type

Type	2023	2022	2021
(Paid)	(306)	(338)	(530)
Attendees	300	368	640
Speakers	34	36	38
Poster Presenters	6	0	3
Students	35	50	73
Sponsors	21	24	8
Organizers	5	8	4
Total	401	486	766

Virtual Conference Registrations by membership

	Attendees	Speakers	Students	Posters	Sponsors	Organizers	TOTAL
Members	264	20	14	2	12	5	317
Not Members	29	14	21	4	9	0	77

Expired	7	0	0	0	0	0	0	7
TOTAL	300	34	35	6	21	5	401	

Virtual Conference Registrations by Chapter

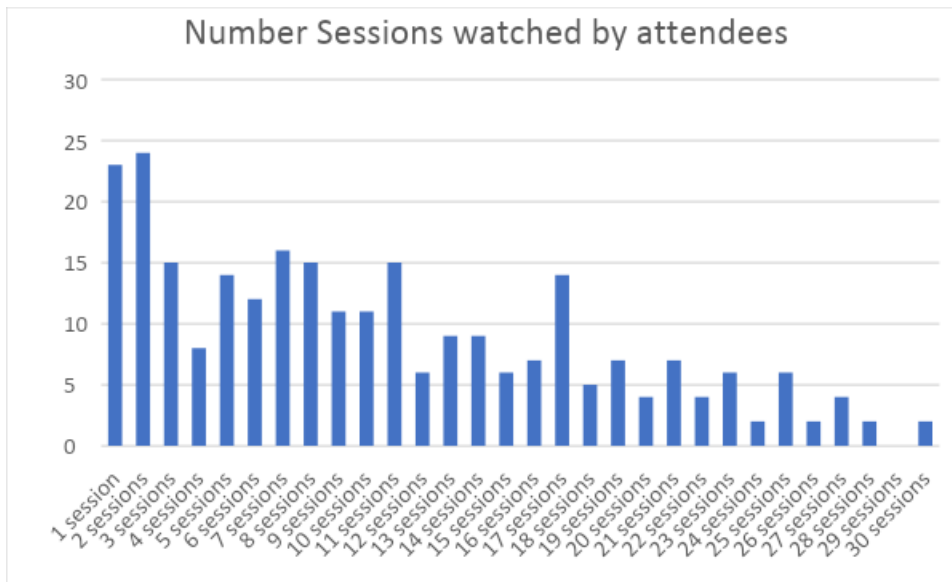
Chapter *Sponsor	Conference	Attendee	Speaker	Poster	Sponsor	Student	Organizer	Total Members	%
At Large	6	2	1	1	1	1		41	15%
Broward	10	10						111	9%
Citrus	8	6	1				1	129	6%
Coccoloba	12	9	1		1	1		124	10%
Conradina	10	8	1		1			177	6%
Cuplet Fern	16	12	2	1	1			286	6%
Dade	9	7				2		259	3%
Eugenia	4	3	1					88	5%
Heartland	5	5						79	6%
Hernando	9	9						74	12%
Ixia	13	12			1			188	7%
Lake Beautyberry*	6	5	1					139	4%
Longleaf Pine	3	3						98	3%
Magnolia	27	24	1			1	1	174	16%
Mangrove*	7	7						115	6%
Marion Big Scrub	4	3			1			40	10%
Martin County	10	9	1					133	8%
Naples	9	8			1			113	8%
Nature Coast*	5	4					1	121	4%
Palm Beach	7	6				1		216	3%
Passion Flower*	3	2				1		90	3%
Pawpaw*	20	16	1		2	1		162	12%
Paynes Prairie	19	14	3			2		265	7%
Pine Lily	5	1	2			1	1	47	11%
Pinellas	13	13						461	3%
Sarracenia*	8	7			1			66	12%
Sea Oats	2	2						55	4%
Sea Rocket*	7	6				1		104	7%
Serenoa*	23	20			3			315	7%
Sparkleberry	5	5						29	17%
Suncoast	13	9	2			1	1	219	6%
Sweetbay	9	9						66	14%
Tarflower*	13	12				1		325	4%
The Villages	2	1	1					160	1%
Total members	322							5069	6%
Not a member	79	31	15	4	8	21			
Total	401	300	34	6	21	35	5		

Virtual Conference Sessions - Views and Watch Hours

Title	Speaker	YouTube			Zoom
		Live Views	Total Views	Watch Hours	Participants
Friday Intro	Athena Philips	105.0	107.0	3.3	
Friday Game Night	Mark Kateli	58.0	60.0	30.7	
Conference Platform	Valerie Anderson	29.0	32.0	2.2	
Rewilding Your Yard	Jeff VanderMeer	74.0	81.0	56.1	
Invasive Species	Deah Lieurance	81.0	85.0	46.7	
FANN Panel	Cammie Donaldson	65.0	68.0	46.0	
iDigBio	Gil Nelson	30.0	35.0	13.9	
But I can grow it here!	Shirley Denton	68.0	74.0	38.9	
3D Pollination...	Katherine Wolcott	43.0	43.0	13.0	
Experimental intro...	Aaron David	38.0	38.0	9.1	
Adapting to the future	Shropshire/ Encomio	40.0	56.0	9.0	
Wildlife Corridor	Tom Hctor	68.0	72.0	38.2	
Plant ID Contest	Danny Young	49.0	50.0	10.9	
Volunteer Thank You	Athena Philips	44.0	76.0	2.7	
Loran Anderson	zoom				54.0
Networking	zoom				86.0
Sunday Intro	Bonnie Basham	60.0	71.0	1.5	
Homegrown National Park	Doug Tallamy	67.0	89.0	61.5	
Propagating carnivorous	Kenny Coogan	56.0	56.0	29.3	
Leaf bacterial...	Brendan Scherer	16.0	16.0	4.9	
OUTSIDE Collab	Kateli & Sallin	61.0	61.0	28.0	
Plant ID Contest	Danny Young	28.0	29.0	7.8	
Restoring wet prairies	Tom Greene	30.0	23.0	7.8	
Ferns of Florida	James Stevenson	49.0	48.0	25.9	
Conservation epigenomics	Brigette Williams	38.0	38.0	8.9	
Moths of Florida	Marc Minno	56.0	58.0	39.7	

Ex situ conservation	Emily Coffey	41.0	41.0	21.2	
Spatial phylogenetics...	Lauren Whitehurst	33.0	35.0	7.6	
Plant ID Contest	Danny Young	22.0	23.0	2.6	
Zoom breakouts					166.0
	Average	50.0	54.3	21.0	102.0

Virtual Conference Sessions - Number of Sessions watched



Virtual Conference Sessions - Views and Watch Hours by Year

	2023	2022	2021
Total Watch Hours	567.4	706.9	683.1
Live Views	1349	1164	2314
Total Views	1465	4569	2875

Virtual Conference Sponsorships by Year

Sponsor Level		2023		2022		2021
\$500	9	\$4500	4	\$2,000	—	—
\$250	9	\$2250	5	\$1,250	1	\$250
\$150	---	---	4	\$600	5	\$750

\$100	7	\$700	4	\$400	—	—
\$50	—	—	3	\$50	1	\$50
Total	25	\$7,450	20	\$5,250	7	\$1,200

Conference Merchandise Sales

Item	Qty	Actual
Sticker	23	\$71.53
Women's T-shirt	11	\$95.95
Men's T-shirt	4	\$42.92
Racerback	7	\$73.29
Tumbler	4	\$22.16
Mug	14	\$90.44
Total	63	\$396.29

Virtual Conference P&L by Year

Revenue	Forecast	Actual	2022	2021
Virtual Registration Fees	\$17,875	\$16,775	\$17,050	\$18,725
Field Day Registration Fees	\$9,800	TBC		
Sponsor income	\$5,000	\$7,450	\$5,250	\$1,200
Silent Auction	\$1,591	\$3,638	\$1,995	\$1,266
Vendors	\$0	\$100	\$100	\$420
Merchandise	\$0	\$396.29		
Total	\$34,266	\$28,359.25	\$24,395	\$21,611
Expenses	Forecast	Actual	2022	2021
Paid to Chapters	\$9,800	TBC		
Contract Services - Whova	\$6,199	\$4,199	\$3,899	\$3,899
Contract Services - Admin		\$1,596	\$1,967.23	\$1,467

Printing		\$0	\$55	\$ 227
Venue		\$0	\$1,080	
Speaker Fees	\$500	\$500	\$300	
Milage	\$300	TBC	\$158	
Other	\$500		\$397	\$ 326
Merchant Fees		TBC		
Payroll	\$9,015	TBC	\$7,575	\$ 9,126
IED			\$3,350	
Total	\$26,314	TBC	\$18,781	\$15,045
Net Income	\$7,952	TBC	\$5,613	\$6,566