SUS Conference Committee Meeting Minutes
DATE: September 29, 2017 | TIME: 6-7pm | Abdul Ladha Rm #105

Present:
- Michelle
- Mary
- Eunice
- Kavya

Regrets:
- Joon
- Katie

Discussion:
- Goal is to have a finalized theme for the conference by the end of the meeting
- Discussing potential conference theme ideas from the document created last meeting
- Discussion on Fennie’s absence from committee, new additions to the committee through HR (Clara) and potentially two councillors + the roles they will play in conference
  - Concluded that they will have a more active role in conference. Helping out with the logistics/budgeting and workshops programming in particular.

Theme discussion:
- Cut down the list to two options: Momentum & Ignite
- centered with the idea of getting the “push” (momentum) or starting (ignite) to develop your professional life
- Discuss pros and cons of each theme:
  - Momentum:
    - PROS: lots of potential catch phrases, a more “stand out” word, a direct scientific term, also used in real life (professional momentum, personal momentum, living a momentum filled life, etc)
- CONS: difficult to apply in terms of decoration or physical appearance to the conference (more of a semantic-based theme)
  - Ignite:
    - PROS: many different logos available (lightbulb, sparks, flames etc), many opportunities for physical aspects (decoration/props), many possible catchphrases “ignite your spark!” for example
    - CONS: not as direct of a science term as momentum, more difficult to connect directly to “networking” and “professionalism” than momentum

Creating Template for Momentum:
Potential catch-phrases:
  - A Momentous occasion with Momentum 2018
  - Make your moment with Momentum 2018 *
  - Kickstart your passion with Momentum 2018 *
Potential logos:
  - Rocket (rockets need momentum before shooting up)
How it is related to science/networking:
  - Momentum synonymous for kick start or push to get people started on networking and taking the opportunities. It is taken directly from science terminology.
How we can present “Momentum” during conference:
  - Center keynote speaker’s talk about creating momentum and why it’s important in the professional field but also personal life
  - Separate workshops into both professional momentum (cover letter, resume, interviewing) + personal momentum (health & wellness, leadership skills, presentation)
  - Potential banner/dcor for conference could be inspired off of:
    - Dinner social could have a starry night theme, can include momentum related props (rocket cutout, star cut outs, etc)

Creating Template for Ignite:
Potential catch-phrases:
  - Ignite your passion
  - Ignite your networking flame, Ignite your spark, etc
Potential logos:
  - Light-bulb, flame, match, spark
How it is related to science/networking:
- Involved in physics
- Similar to momentum but rather than the push to get started, conference is about starting to build your professional network and starting think about different opportunities available

How we can present “Ignite” during conference:
- For the dinner social part, we can have decorations we can have “flame” centerpieces
- Center our workshops around the “Ignite your ____ flame” and divide it into both professional and personal development, (for ex: Ignite your professional flame, ignite your personal flame) - similar concept to momentum

Finalizing theme:
- After discussion and analyzing the pros/cons and potential creative aspect, all present were in favour of choosing “Momentum” as the theme

The meeting was adjourned at 6:53 PM.