

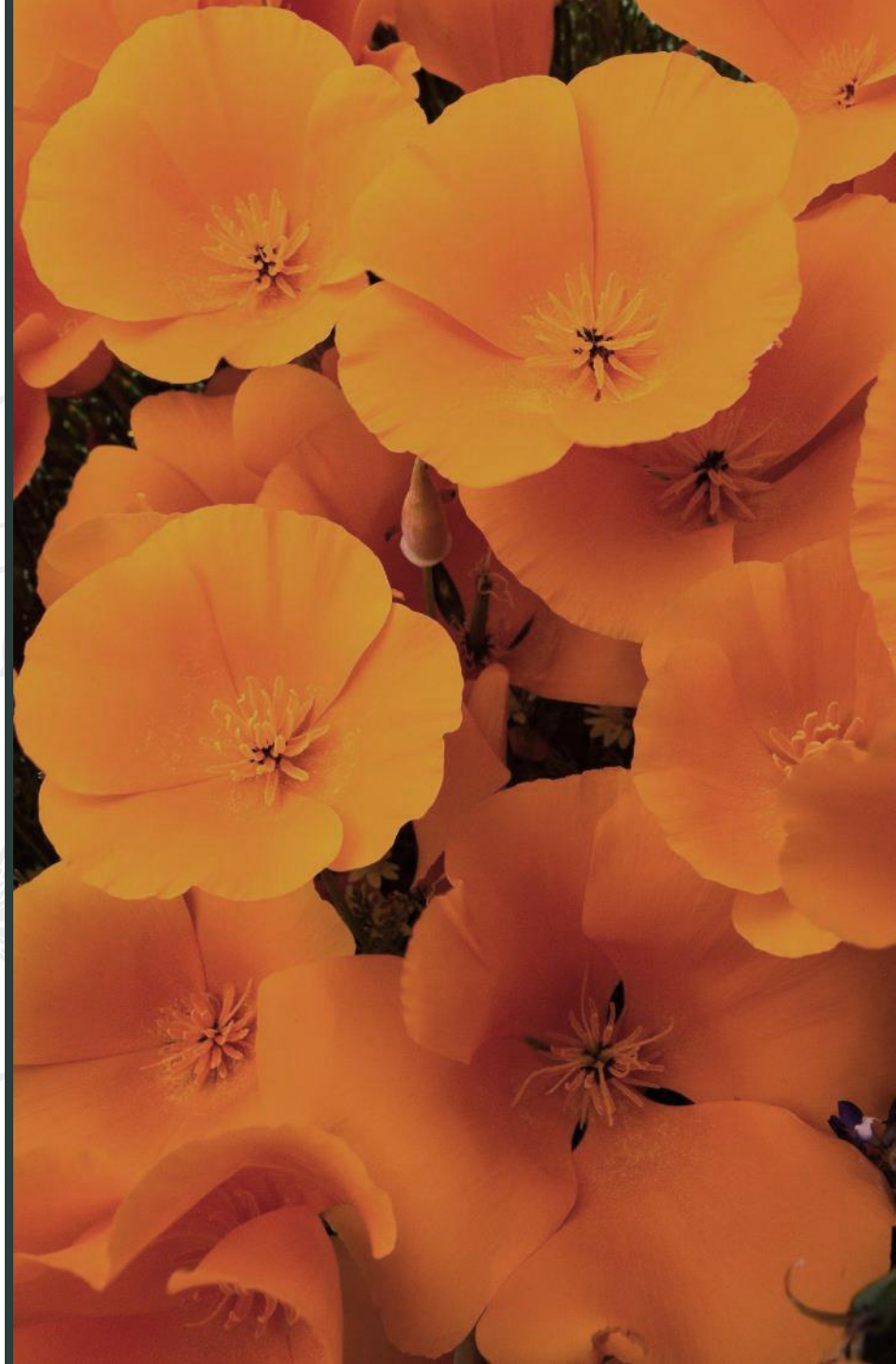
JAFFCON Memories



What are your favorite JAFFCON26 memories?

What was your favorite part of JAFFCON this year?

WIPS? Games? Presentations? Chats?





What was your favorite piece?

What worked?



- Any presentation topics you'd like to see return?
- Anything you wish we offered?
- Did the schedule feel too full? Too empty? Just right?
- Did you have enough opportunities to interact with other attendees?



What presentation topics would you like to see again?

Discussion Questions



- Would attendees be comfortable with more visible sponsorships?
- What sponsor benefits would interest the community?
- Should we consider different sponsorship levels for authors, narrators, and readers?


JAFFCON
Why the name change?

Name Change Discussion



First brought up by Victoria in 2020

Enables more funding possibilities for those working in the greater literature industry

Easier to get time off for professional “Con” vs Get together

Easier to write off on taxes for authors, etc.

Cons are casual, celebratory, and entertainment-focused frequently hosting a mix of sessions, panels, and exhibitions

Most fan cons last 1-3 years in their lifespan

Moving Forward



- Is this the right level of party vs professional?
- Does the name reflect our goals?
- Does the name keep our in-person and online experiences under one identity?
- Does it represent growth from 35 people to more than 120?


Logo
Online and In Person

Discussion Questions

Do the new logos honor our roots and celebrate the different parts of our community?

Are there any other visual elements that make JAFFCON feel like JAFF to you?






Website and Facebook Name
Moving to JAFFCON

Moving Forward



- The name change makes it easier for searchability, SEO, and advertising if we want to grow
- Consistent website, logo, and social media makes things easier to find
- The name change represents growth, not abandonment

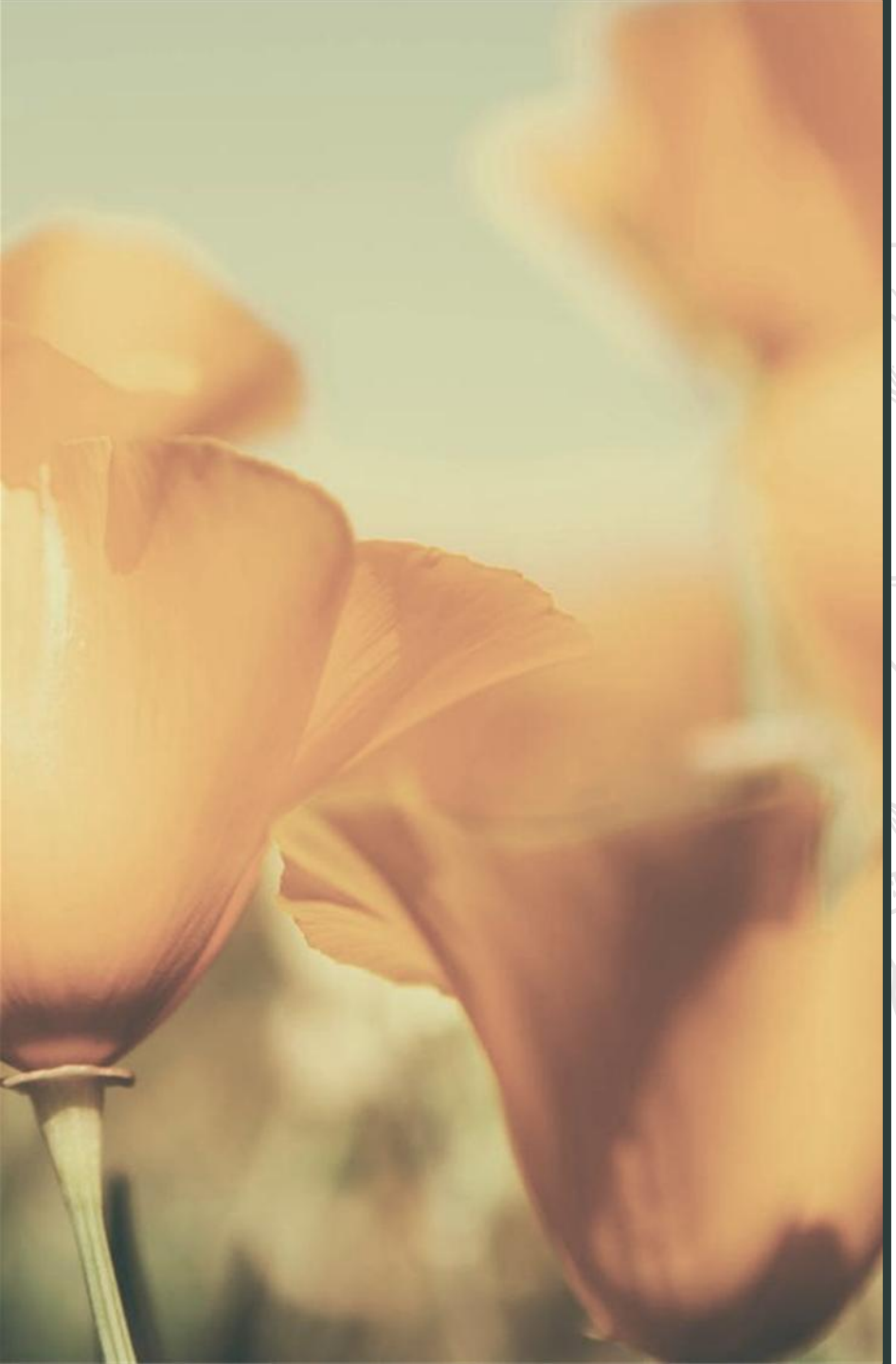
Goodie Bags

Costs

Goodie Bags

- What goes into assembly
- Generous contributions
- Cost of packaging materials and supplies
- Selling Price vs Fulfillment Costs
- 50 filled bags or more that aren't filled?
- European distribution





Shipping

Shipping Costs

International issues, customs, expenses

Would you prefer a flat goodie bag price that includes shipping or separate pricing?

Goodie Bags



Shipping costs have raised exponentially and international shipping is raised even more.

Shipping Costs	2019	2026	Difference
Priority Mail Medium Box	14.35	25.80	79% increase
Priority Mail Large Box	19.95	36.10	81% increase



In Person Events

Kansas City

Air BNB vs Hotel



- Would you attend JAFFCON in person next year?
- Would you prefer an intimate gathering of 10-20 people or a larger group at 30+ people?
- Would you prefer a BNB or hotel?
- How important is it that meals are included?

When should it happen?



- Author/Reader Nation Conflict in November
- Labor Day? Columbus Day? Sometime in the Spring?
- Would it be better to hold a hybrid event each time or separate in-person/online events?

What events make traveling worth it?

- Tea, Presentations, and WIPs have been the norm
- We've also done art projects, Regency dance lessons
- Anything that makes it "worth it" to come? Or anything you hate?


Five Year Vision
JAFFCON

Growing Without Losing What's Special

- A sustainable, recognizable annual JAFFCON
  - I suspect in-person/online switching year to year
- In-person convention offering meaningful opportunities to connect
- Continued access to attendees worldwide
- Strong relationships with authors, publishers, narrators, bloggers, reviewers, and readers
- A reliable volunteer team and succession plan
- An event that can operate financially without placing excessive burden on the organizers

Growing Without Losing What's Special

- What do you hope JAFFCON becomes?

Growing Without Losing What's Special

- Should JAFFCON in person stay small and intimate even if demand increases?
- What traditions should we protect?
- How do we make new attendees feel welcome?
- What should JAFFCON *never* become?


Volunteers
JAFFCON

Volunteers

- Currently JAFFCON relies on Summer and Jessica (previously Summer and Victoria) are other people willing to take on responsibility moving forward as we grow?


We want to hear from you
JAFFCON

Priorities



- Keep an affordable convention
- Continue and/or expand goodie bags
- Bring in bigger authors or special guests
- Improve accessibility and international participation
- Offer year round events
- Keep JAFFCON a once a year event
- Keep JAFFCON small

What haven't we asked



- What is one thing we should absolutely keep doing?
- What is one thing we should change?
- What haven't we considered that you think is important to JAFFCON's future?

Thank you

From all of us at JAFFCON

