**April Development Report**

**MEETING ATTENDANCE DATA**

**This report contains attendance data for five meetings: April 1st, 8th, 15th, 22nd, 29th.

Members:**

- Total Unique Members: 35  (previous period: 33)

- Average Members per Meeting: 28  (previous period: 26)

- Full Attending Members: 13  (previous period: 16)

**Guests:**

**-** Total Unique Guests: 2

Guests from previous period: 0

Inflow:

- New Guests in current period: 2

- Returning Guests from before previous period: 0

Outflow:

- Guests converted to Members in current period: 0

- Lost Guests from previous period: 0

**COGSCON**

**Data**:

Expense:

Registration Fee: $15

Total Time Investment: 18-21 man-hours

- Preparation: 3-5 man-hours

- Personal On-Site: 9 man-hours

- Rest of Quartet On-Site: 6-7 man-hours

Gains:

Total Number of People Cold-Marketed: 41

Total Number of Conversions (took something with them): 24

- Total Number of Show Fliers: 17

- Total Number of Clinic Fliers: 11

- Total Number of Business Cards: 2

- Total Number of Sweet Adelines References: 2

I am unsure if Cogscon ended up being worth the investment.  It wasn't a miserable failure, but it wasn't an obvious success either.

There were some mistakes I made that could have improved our gains had they been corrected:
- Because I didn't get things finalized with the convention administration until the day before, we weren't mentioned in the hard-copy schedule given to attendees of the convention.
- I could have used a stand for the BHS banner instead of using it as a tablecloth; I think that would probably have drawn a bit more interest.
- I forgot to advertise the quartet singing to many of the people that I pitched.

- Getting some barbershop music at the table might have been helpful; however, they were playing loud music in the room, so it's likely that it wouldn't have worked out well.  Perhaps I could have gotten a headset for personal views/listens of barbershop videos?

 **VOCAL CLINIC**

Marketing has put together a flier for the Vocal Clinic that was handed out at Cogscon.  That flier can be used for further promotion of the event.

I've noticed we have a website for people to use to sign up for the clinic.  Where does that information go?  I'm supposed to be the keeper of the list of attendees, but I don't have any registrations yet, nor do I have access to the primary method of registering.

I haven't yet updated the handout materials, nor have I talked to Dave W. about Home on the Range.  I need to get to this soon.  My apologies for not getting to it earlier.

- Andy