



**DATE:** January 8, 2008  
**TO:** APACA  
**FROM:** Kevin Keller, Section Director, Los Angeles Section  
**RE:** 2008 APACA Conference – Hollywood

### *Lights... Planning... Action!*

Conference planning work is continuing to deliver a great conference in Hollywood. The conference dates are Sept 21-24<sup>th</sup>. Conference Co-Chairs Susan Healy Keene and Hassan Haghani are working well with a great team of supporters. Volunteer interest is high, and local awareness of the conference is also high. The word is out about Hollywood.

### **Here is a general update on the latest:**

#### Sessions:

- Call for Presentations due Jan 31
- Online submittal module created on APACA website for Hollywood and future conferences, based on San Jose's online forms.
- New session format – concurrent “salon” and “inside the planner's studio” session rooms with shorter presentations by selected speakers in addition to standard sessions.

#### Registration Fees:

- Same as last year, with the exception of the Student Rate at \$200 instead of \$225. (Life member rate to match).

#### Mobile Workshop Fees:

- Increased to \$40 halfday, \$60 fullday
- Hollywood walking tours / walking sessions – free

#### Sponsorships / Exhibitors:

- Rates and Information posted online, see attachments.

#### Opening Reception:

- The Highlands – Hollywood Club within same entertainment center as Hotel, a short walk. Band/DJ, view terrace, clubby nooks and crannies, etc. Celebrity photo-op welcome area.

#### Hotel:

- Hollywood Renaissance Hotel
- Accessible by metro rail and 101 freeway

- Conference Committee is adding session rooms to provide a peak total of up to 12 + the 2 “salons”
- Keynote speakers and awards to be held in ballroom across the pool deck

Keynote Speakers:

Close to signing:

- LA Council President Eric Garcetti
- Bruce Davis, Executive Director of the Academy of Motion Pictures Arts and Sciences (Academy Awards)

Other Receptions:

- Leadership Reception – “Vantage Room” overlooking Hollywood Sign
- Diversity Reception - Poolside

**Next Steps for the Board to Review:**

- Final Proposed Budget
- Day-by-Day Calendar