

XIII.

INTERNATIONAL CONVENTIONS/ REGIONAL FORUMS

2022 Conference Committee on International Conventions/Regional Forums

ITEM B: Discuss ways to encourage interest in Regional Forums and attract first-time attendees.

Background:

1. [Summary Suggestions 2016 to 2021](#)
2. [2021 Virtual Northeast Regional Forum Questionnaire Summary](#)
3. [2021 Virtual West Central Regional Forum Questionnaire Summary](#)
4. [2021 Virtual Southwest Regional Forum Questionnaire Summary](#)
5. [2021 Virtual East Central Regional Forum Questionnaire Summary](#)

**Summary of Suggestions on Ways to Encourage Interest in Forums from
Conference Committees on International Conventions/Regional Forums
(2016-2021)**

The committee discussed ways to encourage interest in Regional Forums and attract first time attendees, and suggested:

2021

- Consider using the meeting guide app to further convey Regional Forum information.
- Continue using videoconferencing technology to broadcast portions of future in-person forum programs allowing members who may not have resources or time to travel to participate.
- Ensure future host regions are well informed about dates, locations, programs, and ways the local membership can participate.
- Extend outreach materials to invite the Spanish-speaking and LGBTQ communities to attend Regional Forums.
- Conduct at least one presentation or workshop in Spanish and/or French at each Regional Forum.

2020

- Providing options for remote attendance.
- Providing digital access to Regional Forum materials and presentations (including use of the Meeting Guide App or mobile app).
- Developing service material for host committees providing shared experience on hosting a Regional Forum and stimulating participation.
- Developing a “video invitation” from the G.S.B. chair.

Suggestions for implementation at the local area included:

- Early and consistent communication about Regional Forums, including “What is a Regional Forum; no registration fee; what happens at a forum.
- Involve members at all levels of service; do “sponsorship road trips.”

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Use the Regional Forum video after it is released.

2019

- Compile notes from the first-timer sharing at a Forum for later distribution to encourage members to attend a future Forum.
- Consider developing a Regional Forum app.
- Consider developing a micro-site in addition to postal mailing the Regional Forum flyers.
- Increase awareness at the local level, including “intentional” outreach to different populations (i.e., young people, Spanish-speaking communities).
- Encourage local welcome committees to create “Save the Date” flyers.
- Consider inviting A.A.W.S./AA Grapevine directors to “non-service” A.A. events to increase awareness of Regional Forums.
- Place information about Regional Forums in the AA Grapevine and La Viña.

2018

- When possible, provide bilingual written and PowerPoint presentations, especially important when the Regional Forum is held in an area with a large population of non-English speaking members.
- Consider providing “meet and mingle” opportunities for Forum attendees to meet with trustees and G.S.O. staff in informal settings (i.e., lunch).
- Provide members the opportunity to register earlier than the current two months lead time.

Suggestions for Forum workshops include:

- Lengthen workshop times;
- Trustees and G.S.O. staff could lead more workshops to foster more interaction with Forum attendees;
- Adding workshops that would specifically address the topic of our Primary Purpose;

- Providing additional Spanish workshops.

2017

- Communicating information to groups that are a car ride or day trip away from the Forum site;
- Looking for attractive sites for Forums;
- Forwarding any and all announcements from G.S.O., including when pre-registration opens;
- Forwarding announcements to states that are in other regions when Forum sites are nearby;
- Utilizing FNV for email blasts to communicate with trusted servants about upcoming Forums.

Additionally, one area through its Assembly Development Committee organizes ride sharing and room sharing for Forums; and one delegate shared that they bring a laptop to A.A. gatherings and use it for pre-registration.

2016

- Providing more information about what happens at a Regional Forum such as meeting trusted servants and special workers, workshops, opportunities for questions and answers, and fellowship;
- Including event details of Regional Forums on local Area websites with links back to G.S.O.'s website, aa.org;
- Encouraging members to attract other members through “bring a buddy” and “get on the bus” approaches;
- Informing members from outside of your region about upcoming Forums.