

IABC/PPR Chapter Leader Meeting
April 24-25, Minneapolis
—Notes

Strategic Planning: SWOT Analysis

Strengths

- Chapter leader development
- Serving members at all levels
- Visible connection in the community
- Mentorship
- Diversity of members
- Competent reputation
- Strong ties to International
- Folks willing to step up
- History
- Quality of speakers
- Connection within chapter
- Plan to attract and retain members
- Long range plans
- Creativity and communication

Weaknesses

- Mentorship for members
- Career development—resources
- Burnout
- Relevance
- Lack of visibility
- Lack of continuity
- Leadership resources
- Not moving forward
- How to serve all member levels
- Revenue model
- Membership engagement
- Young professional and student engagement
- Lack of planning skills
- Loss of momentum
- Inconsistency

Opportunities

- Find new ways to attract members
- Good support base
- Collaboration
- IABC champions
- Co-brand activities
- Excellent PD programs
- Better use of technology
- Young communicators
- Face-to-face meetings
- Students
- Proactive board

Threats

- Dwindling membership
- Time constraints
- Online content (free)
- Companies don't pay for membership
- Local competitors' success
- Lack of recognition (membership)
- Aging membership
- Time crunch for leaders
- Irrelevance
- Lack of identity

Resource Sharing Ideas

- Freedcamp/box
- FAQs
- PPR website—password protected/private
- Regular leader calls by portfolio area (e.g. membership, PD, sponsorships)
- July strategy planning
- \$\$ for comms/education, relationships, mentoring
- Speakers Bureau—speaker database, populated by chapters
- Meeting in a box—meeting ideas, templates
- New technology
- Chapter partnerships for PD events
- Training:
- Financial management best practices
- IABC 101
- Board transition

Top Ideas of the Day (Friday)

- IABC Champions
- International focus
- Service to members
- Area/portfolio calls
- Look to other chapters for ideas
- Gold Quill winners present

One Idea...

(Top take-away/idea from the meeting)

- Reach out to other chapter leaders (Great Plains)
- Revenue generator: Mentor CEOs—open dialogue (Minneapolis)
- Membership benefits, recognition, written cards (Iowa)
- Be more strategic (St. Louis)
- Download of idea sharing (Chicago)
- Mystery Dine-Around (Minneapolis)
- Add a pulse check question/testimonials at events (Minneapolis)
- Tweet anniversaries (Minneapolis)
- Wine and cheese event for feedback/Partner with business groups (Iowa)
- Membership value (Seattle)
- Past presidents reactivated (Silicon Valley)
- PD ideas—drawing from speakers in the area (Orange County)
- IABC Heroes (San Diego)
- Involve young professionals through business colleges (Lincoln)

Competing Organizations/Resources

- Hubspot
- Ragan
- Google
- Toastmasters
- Aberdine
- McKinsey

- Social Media Club
- MarketingProfs
- Other associations
- Own network
- Academia
- American Marketing Association
- Newspapers

“Create a New IABC”
What would we like to be known for?

- Known biz communication excellence
- Segmented relevance
- Tech driven
- Attractive to younger professionals
- Franchise model
- Better financial structure for chapters
- Resources/tools/education
- Resource sharing
- Network
- Easy to understand
- Exclusive
- Cutting edge
- Global
- Known
- Fun!
- Local reinvestment