

April 23 – 26, 2015

Notes from IABC PPR - leadership Summit – MN

“IABC is like a gym membership.. you get more out of it when you use it” Go and invest in your professional dev health. Are you professionally fit?

### **Ideas for your chapter**

Adding Webinars to Professional Development – local speakers

Add a survey to membership – 2x year

Have a signature event or gala – one that really stands out

Coffee with Communicators (Chicago chapter)

Offer a mentor corner, advise or highlight a members expertise that can be shared

Think of a course that is different: Finance or Financials for Communicators

How will we use the Rebrand of IABC as a way to launch something or highlight IABC

Connect former board members to be brand champions and promote IABC through our next work

- Start a Past Presidents Club – how can we use them within the chapter

Holiday party – adopt a chapter, holiday giving, ex. 911 event for charities (adopt a charity)

Additional ideas: workshop in a box, social media club

\*Add speed networking event..what local character, ceo are you?

Look at Computer History Museum for an event – just ask.. we are a non-profit

### **What can we do better/more/differently?**

Provide clarity around the mission of IABC

Have a list of chapter leaders, meet more frequently, share ideas, have candor and open/trust

For next year Board: Build plans around our strengths, execute on plans that are already available (website?)

\*Use CMA Website and the awards descriptions to help Board build their plans. This way you can use to track and apply for chapter awards.

### **Membership - Claudia**

Auto renewal is being looked at as well as pricing review for dues distribution (hopefully increase)

Volunteer Recognition night

\*\*Look up tool: Yourmembership.com

Thank you notes / letters to volunteer or Board members manager or event on LinkedIn

\*Send a survey for non or lapsed members\*

\* Set up mentors for new members

\*Look at graduate programs to invite to our events and potential as members

### **Professional Development or PD**

Set goals for this area and have a plan to execute against

For better feedback, print surveys and put on chairs at events, also offer a mobile survey, offer incentive for people to respond (starbucks or itunes cards)

When you have a speaker, see if the speaker will let you raffle off an hour of their time or consulting with them (mentoring for free)

Programs and Events:

- Some suggest making a signif difference between member/non-member \$25 for member and \$40 for non member when hosting events
- Ask at events and have a box or suggestion area for people to write down and suggest speakers and topics
- Print attendee list and post for others to see, also make sure your Board has task to meet and greet with everyone..asking for feedback.

Webinars – host with current hot topics, lunch and learn, price?

\*\*Potential idea for a panel or evening: Milienals talk back: have the students of SJSU tell the membership what they need from IABC. This could also be something that we share with Chicago as they need help here.

### **Communications and Socials Media – Amy Barnett and Rob Walgren**

Pinterest – use to create community and theme/idea boards with your members. Offer a link off your website

\*\*Share Chapter Resource Handbook with Board\*\*

Follow the C's of Communication: content, cloud and career development

\*\*Look for ideas and inspiration – go to other chapter websites to see what they are doing..esp the past chapter winners

Chapter Awards – find out timing and work towards these requirements.

Some chapters are going old school and sending out postcards to members.. size doesn't matter when it's a postcard

\*Sending thank you notes to members and board members and their bosses, recognition of great work and involvement

\*Finding a storage spot for us to have all passwords – Pass Word Tool, Drop Box

\*Tweet out on Member Anniversary's or new member

Retweet Intl IABC news and information

Highlight resource areas for members: tools, volunteer opps, writing and video opps, job postings.

### **Sponsorships – Jennel and Christi**

Our goal is to be of service and add value..bottom line

Host a sponsor night, using sponsors to put on a great event

**\*\*What is your sponsorship package/offerings?\***

**\*\*Goals-** how does sponsorship fit into our revenue goals – determine how much you want to bring in from sponsorships this year (this would help in lower cost for members to pay for additional events)

- Review sponsorship info on Chicago site: event sponsorship, annual sponsorship and In-kind sponsorship

### **Leslie follow up points:**

Look at list of lapsed members and follow up directly

What is our list of corporate members – how do we get people who are members involved, on board and corp member site hosting events

**\*\*Look for new President word doc on PPR site..ask Rhonda**