2020 NMA Chapter Leadership Training
Friday, April 24, 2020
12:30 pm EDT / 9:30 am PDT

Programs

Shelly Menke
2019 NMA Chairman of the Board
Programs and Meetings

Today’s CLT Facilitator:

Shelly Menke
2019 NMA Chairman of the Board
The Programs Challenge

To take “yet another” dull, boring meeting that members feel compelled to attend, and turn it into an exciting, thrilling experience they can’t wait to get to, and don’t want to leave!!!
Programs and Meetings

What’s the first thing to do?

- Try NOT to call it “JUST” a *meeting*!
- Leave that term for business meetings
- If you’re having a “program”...then get creative...people go to “meetings” all day long!
Call it a special program or “event” if you can.

Market the daylights out of it...DON’T just announce it...MARKET it. You’re selling a product - you have to GENERATE interest!
Think about the “best” meeting your chapter has had in recent months...

- WHY did you remember it?
- WHAT made it SPECIAL?
Programs and Meetings

**Competition**

- People working long hours
- Long commutes
- Childcare/“sandwich generation” issues
- Other scheduled evening activities
- Embroiled in work and unable to break free for lunchtime meetings
- What else can negatively impact your meeting??
Beating the competition!

- Put **pizzazz** in your program and its promotion
- Highlight the topic or the presenter; relevancy
- Convenient time and place
  - WHEN are you holding most of your chapter programs? (Before, during, or after work?)
- Appeal to peoples’ hot buttons

Make it FUN

Guarantee easy “in & out”
3 Steps to Effective Programs

1. Planning Ahead
2. Setting the Content
3. Staging the Meeting
Programs and Meetings

Planning

- Organize Program Committee
  - Determine Functions
  - Select Committee Leaders
- Choose Theme or Objective
- Plan Program
  - Advance Planning
- Determine Budget
**Programs and Meetings**

**Planning**

*Programs Committee -- Determine Functions & Select leaders (divide responsibilities)*

<table>
<thead>
<tr>
<th>Program Content Team</th>
<th>Promotion &amp; Publicity Team</th>
<th>Registration Team</th>
<th>Arrangements Team</th>
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</thead>
<tbody>
<tr>
<td>• Theme</td>
<td>• Publicity</td>
<td>• Registration desk</td>
<td>• Facilities</td>
</tr>
<tr>
<td>• Program Outline</td>
<td>• Program printing</td>
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<td>• Featured Speaker</td>
<td>• Registration blanks</td>
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<tr>
<td>• Meeting Programs</td>
<td>• Promo literature</td>
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<td>• Awards</td>
<td>• Coordinate calls by</td>
<td>registrations</td>
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<td>• Invocations</td>
<td>member relations people</td>
<td>• new registrations</td>
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<td>• Entertainment</td>
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<td>• badges</td>
<td>• Gavel</td>
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<td>• Etc.</td>
<td></td>
<td>• distribute badges</td>
<td>• Flag</td>
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**Program Chairman or Coordinator**

Structure may vary by chapter
Programs and Meetings

Planning

- Choose Theme, Objective...or Learning Outcomes
programs and Meetings
Planning

- Advance Planning

How far out do you plan?

Do you link programs to community or company objectives, directions, products, etc?
What are some suggestions for cost savings?

- Determine Budget
Programs and Meetings

Meeting Content

- Opening Ceremonies
- Spotlight Feature
- Main Feature
- Possible Food Event
- Closing
What type of meeting is it?

- Call to Order
- Invocation... yes or no?
- Singer
- Flag Salute
- Military Color Guard
- Chorus
- Table Games
- Mixer
- Secret Greeters
Spotlight Speaker:

- Highlight parent organization
  - New employee program
  - Planned construction
  - New products
- Ask a customer or vendor to speak
- Bring in someone from the community

--ALWAYS PROVIDE A TIME LIMIT--
Programs and Meetings

Meeting Content

- Main Feature
  - Speaker
  - Panel Discussions
  - NMA Leadership Speech
  - Contest
  - Social Event
Programs and Meetings

How and where do you find Speakers?
What is involved in “staging” a meeting?
Programs and Meetings

Staging the Meeting

- Location
  - Permanent
  - Varying

- Food Service
  - Type
  - Menu
  - Non-Dinner

- Financial Arrangements

- Physical Set-up

- Audio-Visual
Meeting Hints:

- Get there early and set up in time to greet
- Check a/c, A/V, light controls, and be able to adjust background music easily
- Arrange to have servers depart before your speaker begins
Foster the “sense of community” and make people feel good about themselves and one another.

People need to participate in your event, not just observe.

How do you foster that spirit?
Programs and Meetings

Staging the Meeting
What are the Secrets of Success???
What are strategies for getting senior management involved in your events during the rest of the year?
Event planners increasingly asked to consider environmental impact:

- Waste management
- Resource and energy use
- Travel and transportation alternatives
- Facilities selection
- Site construction techniques
- Food provision and disposal
- Heating and air conditioning
Chapter Programs Award

- Chapters recognized for excellence in monthly membership programs
- Within reach of ALL chapters
- Points tracked on CAR1
- “Chapter Outstanding Program Award” - goes to one chapter

Entry Form due at NMA June 1

[https://nma1.org](https://nma1.org) to download form
Programs and Meetings

Oops!!

When things go badly...and they will.
How can you measure the effectiveness or success of your meetings?
Program Evaluation

- Questionnaires
- Interviews
- Other

Solicit Suggestions for future meetings

Your Best Barometer:

ATTENDANCE and Smiles!
Programs and Meetings

Thank you for joining us!

Download guidebooks at:
https://nma1.org