



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:



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2019 NMA Chairman of the Board



Programs and Meetings

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!



Programs and Meetings

Spice it up!!

- ❖ Call it a special program or “event” if you can.
- ❖ Market the daylight out of it...DON'T just announce it...MARKET it. You're selling a product - you have to GENERATE interest!



Programs and Meetings

Let's talk!

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??



Programs and Meetings

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”



Programs and Meetings

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)*

*Program Chairman
or Coordinator*

Program Content Team	Promotion & Publicity Team	Registration Team	Arrangements Team
<ul style="list-style-type: none">• Theme• Program Outline• Featured Speaker• Meeting Programs• Awards• Invocations• Entertainment• Etc.	<ul style="list-style-type: none">• Publicity• Program printing• Registration blanks• Promo literature• Coordinate calls by member relations people	<ul style="list-style-type: none">• Registration desk<ul style="list-style-type: none">• help• equipment• advance registrations• new registrations• badges• distribute badges and programs	<ul style="list-style-type: none">• Facilities<ul style="list-style-type: none">• Signs• Equipment• PA System• Lighting, heating, etc.• Chairs• Gavel• Flag

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?



Programs and Meetings

Planning

❖ Determine Budget



What are some suggestions for cost savings?



Programs and Meetings

Meeting Content



- ❖ Opening Ceremonies
- ❖ Spotlight Feature
- ❖ Main Feature
- ❖ Possible Food Event
- ❖ Closing



Programs and Meetings

Meeting Content

- ❖ 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



Programs and Meetings

Meeting Content

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?



Programs and Meetings

Staging the Meeting



What is involved in “staging” a meeting?



Programs and Meetings

Staging the Meeting



❖ Financial Arrangements

❖ Physical Set-up
❖ Audio-Visual

❖ Location

- Permanent
- Varying

❖ Food Service

- Type
- Menu
- Non-Dinner



Programs and Meetings

Staging the Meeting

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



Programs and Meetings

Staging the Meeting

- ❖ *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



Programs and Meetings

Top Management Night

What are the
Secrets of
Success???



Programs and Meetings

Be Strategic

What are strategies for getting senior management involved in your events during the rest of the year?



Programs and Meetings

Green Meetings

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



Programs and Meetings

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

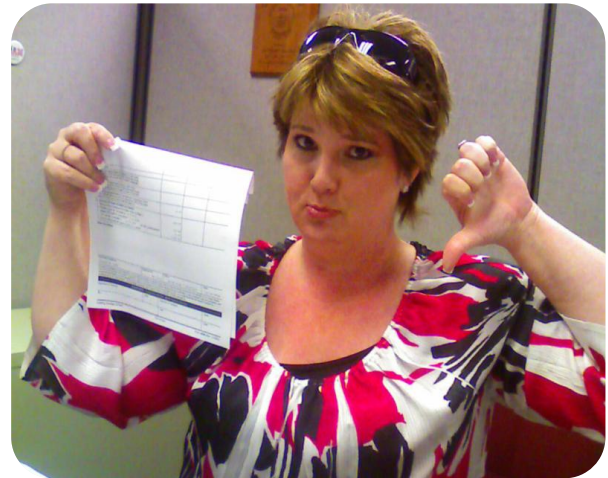
<https://nma1.org> to download form



Programs and Meetings

Oops!!

When things go badly...and they will.



Programs and Meetings

Evaluation

How can you measure the effectiveness or success of your meetings?



Programs and Meetings

Evaluation - How did you do??

❖ 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>**

