



Programs and Meetings Guide



NMA's NEW
Chapter Leader Training Series

Chapter Leader Training

Programs and Meetings Guide



NMA... THE Leadership Development Organization
2210 Arbor Boulevard
Dayton, OH 45439-1580
Phone 937-294-0421
Email nma@nma1.org Web <https://nma1.org>

Reviewed March 2019

Programs and Meetings Guide

TABLE OF CONTENTS

Introduction	1
Planning & Administration.....	1
PROGRAMS/MEETINGS TEAM ORGANIZATION	1
FUNCTION OF PROGRAMS/MEETINGS TEAM.....	1
WHO REPORTS TO WHOM?	3
CHOOSING A THEME	4
PROGRAM PLANNING	4
ADVANCE PLANNING	4
NMA Monthly Program/Meeting Planning Chart	4
Develop Agenda	5
Publicize YOUR Meeting.....	5
BUDGETING	6
Types of Budgeting.....	6
Season Tickets.....	6
SETTING THE CONTENT	7
OPENING CEREMONIES.....	7
SPOTLIGHT FEATURE.....	8
MAIN FEATURE.....	8
STAGING THE MEETING	9
FACILITIES AND FOOD SERVICE	9
REVIEW FREQUENTLY	9
PERMANENT LOCATIONS VERSUS MOVING AROUND.....	9
TYPE OF SERVICE	9
MENU SELECTION	10
NON-DINNER MENU	10
LIQUOR SERVICE.....	10
PHYSICAL SETUP.....	10
FINANCIAL ARRANGEMENTS	11
VERIFY ACTUAL ATTENDANCE	11

ENTERTAINMENT	11
MEMBER RECOGNITION	12
PROGRAM BOOKING.....	12
SOURCES OF PROGRAM FEATURES	12
CHOOSING SPEAKERS.....	12
10 TIPS FOR FINDING THE RIGHT SPEAKER.....	13
PROGRAM EVALUATION	15
METHODS OF EVALUATION	15
PROVISION FOR PROGRAM SUGGESTIONS	15
FINANCIAL ANALYSIS.....	15
Chapter Programs Award.....	15
CHAPTER PROGRAMS AWARD CRITERIA	15

INTRODUCTION

Of all the activities engaged in by NMA chapters, the chapter meeting is the only truly universal function. Traditionally, it was a monthly dinner meeting and has been the central and sometimes the only chapter activity. That has changed, because times have changed. Some chapters still hold monthly meetings, some do the formal events periodically, others have shifted to luncheon meetings (or even breakfast meetings), and others have a complete mix of get-togethers. It's whatever works for your chapter and your organization.

You may experiment with all parts of your meetings and programs. For starters, you might change the order of procedure of the meeting. There is nothing that says you must socialize first, then eat, have announcements, and then a featured speaker. Try it the other way around. The social hour could even be eliminated. You could replace it with an ice-cream sundae bar afterwards! Many chapters are finding out that meal costs are exorbitant; therefore, they plan more non-meal meetings.

The main thing is to exercise ingenuity. This guide is designed to start you thinking and planning for more interesting, innovative, and productive chapter meetings.

PLANNING & ADMINISTRATION

PROGRAMS/MEETINGS TEAM ORGANIZATION

Programming is considered so important by many presidents that they take personal responsibility for this function. Obviously, one person would be hard pressed to handle all of the details, so usually the president appoints a program coordinator (or program chairman) as a chapter position reporting directly to him/her. In this way, the president can keep close to the programming function through an expert whose sole responsibility is to keep tabs on the regular chapter meeting.

A well-organized president might have a Program Chairman, and larger chapters would have several team leaders reporting directly to him/her depending upon their size and the meeting. They, in turn, may be in charge of various functions.

FUNCTION OF PROGRAMS/MEETINGS TEAM

The function of a Program/Meetings Team varies somewhat from chapter to chapter, but essentially, there would be teams dealing with program content, reception, promotion and publicity, registration, and arrangements--each headed by a team leader. These teams could be further broken down into main features, spotlight features, entertainment, new ideas, audio-visual, fellowship features, special arrangements, and so forth.

This type of organization distributes the workload proportionately and makes the jobs more manageable for everyone. It also has the added advantages of: (1) providing active participation for many

members (definitely a characteristic of an outstanding chapter) and (2) providing excellent managing experience.

No matter how your entire team is organized, it is a complex function that requires the services of many people for successful operation. Following is an example of how responsibilities of a program team in a large chapter may be distributed.

All Program Team Leaders

- Attend all scheduled meetings of the program team
- Select additional team members when necessary
- Establish meeting dates for team
- Distribute duties to team
- Assign duties to each team member
- Keep records of all team activities
- Develop and maintain a schedule of due dates for team responsibilities

Program Chairman (Coordinator)

- Correlates the overall program by keeping in constant contact with all team leaders
- Arranges for and conducts meetings with team leaders on a regularly scheduled basis
- Maintains a record of all teams and reports to council or chapter

Program Content Team

- Selects theme
- Outlines programs
- Secures featured speakers
- Prepares meeting programs
- Obtains necessary biographical sketches and photographs
- Secures awards when required
- Secures person to introduce featured speaker
- Secures "official" welcome speaker, i.e. city, NMA, etc.
- Secures invocation leaders
- Provides arrangements team with A/V equipment and facility needs of program personnel
- Checks size and acoustics of each meeting room to determine need for a public address system
- Provides background music and light entertainment for pre-program
- Plans and arranges for any special entertainment
- Sends necessary copies of correspondence, programs and instructions to all program personnel (including follow-up confirmation with the speaker).
- Designs and administers evaluation records
- Prepares and sends thank-you letters to all program personnel

Promotion and Publicity Team

- Determine calendar program for publication of promotion literature, programs, registration blanks, and other materials, coordinating calls by member relations people
- Arrange for adequate publicity via newspapers, company and chapter publications, mail, e-mail, social media, website
- Arrange for printing of programs in cooperation with program content team

Registration Team

- Arrange for meeting to, (a) learn what help and equipment is available for registration desk (b) estimate amount of help and when needed
- Arrange for necessary tables and other equipment required to conduct registrations
- Takes full charge of registration desk—handles new registrations and answers all questions
- Prints registration blanks and badges
- Handles all advanced registrations
- Prepares name badges
- Distributes badges and programs

Arrangements Team

- Become thoroughly familiar with facilities being used
- Orders all signs needed by various teams and puts up at proper places
- Checks all equipment needed
- Arranges for, (a) public address system, (b) proper lighting, heating, and ventilation, (c) proper number of chairs, (d) gavel, water, flag, etc., (e) material for each speaker, (pads, pencils, blackboard, eraser, chalk, etc.)
- Secures place cards for speaker table
- Makes sure a flag is in the room

WHO REPORTS TO WHOM?

No matter how small or large, complicated or uncomplicated the team may seem, for maximum efficiency it is necessary to have the relationships between the various functions spelled out. This can be done with an organizational chart. This way it will be clear as to who reports to whom.

As a further step in an orderly organization, it is desirable to draw up job descriptions for each member of the team. These should be in sufficient detail that there is no confusion over duties and responsibilities.

While the program team is basically responsible for putting on the meeting, there are several other teams that are deeply involved in the total picture. Publicity, member relations, and professional development all play vital roles in the success of a meeting. This means there is a lot of contact between the program team and other groups in the chapter. Sometimes, friction can occur or communications can break down. At times, it can be difficult to get the discrepancy resolved. In chapters that have a presidential program coordinator or chairman, things can be resolved easily because he/she is able to cut across organizational lines where programming is concerned.

CHOOSING A THEME

Chapter programming—as with any other management undertaking—must have a goal if it is to be successful. The programming goal, of course, must be a part of the overall chapter objective. This means that the master plan or objectives will be set by your policy-making body, usually the Board of Directors. Sometimes, though, the Board may be lax in fulfilling this duty. What does the Program Chairman do then? He/she can't wait very long, so if nothing is forthcoming he/she must take the initiative and set a theme—the first step toward an inspiring chapter program.

Once the theme is set, it is necessary for the Program Chairman (usually in consultation with other chapter officers) to translate the overall theme into sub-themes for each monthly program. It is only after these two steps have been taken that the process of securing speakers and program features begin.

PROGRAM PLANNING

ADVANCE PLANNING

Please note that not all program scheduling should take place after a program chairman or coordinator is appointed. Many attractions must be booked and many facilities reserved more than a year in advance. This means that an incoming program chairman may inherit some program dates from predecessors. If so, you must treat these as fixed dates.

More importantly, however, is the need to have a process in place for the long-range planning of programs. This might take the form of the program coordinator working with the Long-Range Planning Committee. This should be a continuous group with rotating membership; i.e., membership for two years or more with the terms of office on a staggered basis. This will ensure continuity in experience and planning.

NMA MONTHLY PROGRAM/MEETING PLANNING CHART

Commit all thoughts and arrangements to writing OR a spreadsheet. This starts with creating a Programs and Meetings Planning Chart. This is the basic tool for recording, organizing, and monitoring your event plans. As the various spaces begin to get filled and additional space is necessary, it is time to start a more detailed record.

First, fill in fixed dates; i.e., chapter election meeting, installation meeting, Holiday event, as well as program dates you may have inherited from the past year's administration.

Next fill in traditional programs, such as Top Management Night, family picnic, NMA Leadership Speech Contest Night, etc. Lastly, block in subjects for the remaining months.

In addition, this spreadsheet will be a useful tool in coordinating the efforts of various teams. There are columns to record specific actions to be taken. As the actions are completed, they can be marked as completed.

SAMPLE NMA MEETING PLANNING SPREADSHEET

	A	B	C	D	E	F	G	H
1	Month / Day / Yr	Program Feature	Program Advance Preparation	Spotlight Features	Spotlight Advance Preparation	Entertainment	Arrangements	Adm Details
2	Jan							
3	Feb							
4	Mar							
5	Apr							
6	May							
7	Jun							
8	Jul							
9	Aug							
10	Sep							
11	Oct							
12	Nov							
13	Dec							

DEVELOP AGENDA

When the subject matter for each event is set and the featured speaker or activity is selected, then it is time to start filling in the remaining columns of the spreadsheet towards the goal of developing a tight agenda.

After the agenda has been roughed in and refined, it should be distributed to all team members as well as members of the publicity team, boosters and others responsible for making the meeting a success. This gives them the necessary information to properly carry out their duties.

Also, it is a nice touch to reproduce the agenda (without the timing, of course) for distribution to each place setting at the meeting.

The purpose of an agenda is to use it as a means of keeping the meeting running smoothly, efficiently, and on schedule.

PUBLICIZE YOUR MEETING

No program can hope to be successful if people don't know about it. Here are a few suggestions on how you can publicize your meeting.

- Distribute electronic flyers to all members and potential members.
- Advertise on your website. Consider having an online registration form to make it easy for people to register.
- If social media is acceptable, use it!
- Advertise your meeting in your chapter's monthly newsletter.
- Place a poster or flyer on your company bulletin board.
- Advertise on your local PBS television station if possible.
- Send an e-mail to all members, as a follow-up reminder.
- Be sure to announce upcoming meetings at the current meeting.

BUDGETING

TYPES OF BUDGETING

LUMP SUM - The most common (but not necessarily the best) way programs are financed is through Board action where a lump sum is allocated for the year. The amount of this allocation is usually based on one of the following.

1. Previous expenditures for programming
2. Picking an arbitrary figure
3. A percentage of the anticipated chapter income

This is convenient, but usually isn't compatible with the chapter's objectives or goals, and can lead a chapter down the primrose path.

YEARLY ALLOWANCE - A more realistic approach is the program coordinator's request for a year's allocation based on an estimate of the cost of each program for the year. Here he/she must provide at least a tentative program schedule and put a price tag on it.

A refinement of this is to make a scheduled and estimated yearly cost. Also, each month you should submit detailed figures of the actual expenditures for the past month as well as draw up a detailed budget request for the subsequent month. This way, the Board receives quite accurate figures upon which to act each month.

SEASON TICKETS

An interesting sidelight to budgeting is a plan to sell season tickets to the meetings. This is calculated to improve participation in chapter meeting and, at the same time, somewhat stabilize the financial risk to the chapter. The season ticket would allow the holder to attend all meetings at a cost somewhat less than the total price of the individual meetings.

SETTING THE CONTENT

Most meetings have three parts, aside from any eating or social functions that might occur. These three functions are: Opening Ceremonies, Spotlight Feature, and the Main Feature. Each plays a distinct and important part in making the meeting a success.

Opening Ceremonies usually consist of an invocation or words of inspiration or a moment of silence, followed by the salute to the flag. While not required, provision for these ceremonies is written into many chapter constitutions. The remainder of the chapters includes these in their regular meetings as part of NMA tradition. Details on opening ceremonies and how to dramatically stage the ceremonies is covered later in this booklet.

A Spotlight Feature is a short, but tightly drawn, feature designed to complement the other evening features.

The Main Event is usually the highlight of the evening that occupies the major part of the meeting agenda.

OPENING CEREMONIES

Call to Order - Most meetings are called to order by means of the chairman rapping a gavel. The call to order can be made dramatic, thus achieving the attention getting situation that is desired. There are various ways to begin your program.

Invocation - An invocation or spiritual message is the standard start for most meetings. Out of respect for different religious beliefs, we recommend that any invocation be non-denominational. NMA has available a non-denominational invocation booklet, at no charge.

Flag Salute - First, be sure you have the appropriate flag(s) available (U.S., state, corporate, and/or the flag of any international guests). Unfortunately, this one oversight has caused embarrassment for many chapters, at one time or another. The flag is on the speaker's right, as he or she faces the audience.

Spotlight - Turn out all house lights and turn a bright spotlight on the flag

Military Color Guard - Color guards and drill teams from veterans' organizations, reserve units, and ROTC (if available) will add drama and impact to the patriotic start of a program.

Chorus - Singing the "Star Spangled Banner," "God Bless America," or "America the Beautiful" is also an appropriate way to start a meeting—keeping in mind that if you have international guests, additional protocol will need to be considered.

Mixer - You may want to use a mixer designed to get people to meet other people. For instance, you could have everyone stand up, turn around, and shake hands and introduce him/herself to someone they've never met. This is a good way to get started, especially if you have several guests present.

SPOTLIGHT FEATURE

Short features that supplement the main attraction are called spotlight features. The exact nature of the spotlight feature can vary widely, limited only by the ingenuity of the program planner. However, in some chapters the spotlight feature has become synonymous with a personality profile. The idea of singling out individuals for special recognition is good and has been a part in many chapter activities, but is not usually considered a spotlight feature.

The spotlight must be short, direct, and to the point. As a rule of thumb, it should not compete with the main feature for prominence on the program. To further eliminate any chance for confusion, the spotlight feature should contrast in style with the main feature.

Suggestion for Company Chapter — Use the spotlight to emphasize your parent organization. A new pension program, planned construction, new products, etc., are all excellent opportunities to pass along "company news" and emphasize the professional aspect of your NMA chapter.

MAIN FEATURE

Many chapters would not think of having a meeting without having a main speaker; however, some meetings do require speakers and some do not. Examples of those requiring speakers might be the NMA Recognition Night, Top Management Night, and so forth.

Research in adult education has shown that adults prefer to learn by participation. That is, they want to be part of the learning experience rather than a passive pupil, listening to a lecture.

In trying to arrive at the number of speakers to have during the year you need to remember that some subjects must be "taught" such as the "New 911 System installed for the City."

When it comes time to set the program for the year, it is possible to decide how many more speakers and how many other activities are desirable. A review of many chapter programs indicates that a *good rule of thumb is: No more than half your meetings should have speakers.*

OTHER ACTIVITIES

If you limit the number of meetings featuring a speaker to half the meetings, here are some suggestions of activities that can be used.

1. "Discussion Topics" or short "Case Studies" from NMA courses.
2. Retirement planning or career evening for local high school students
3. Panel Discussions
4. Scientific (or not) demonstration
5. NMA Leadership Speech Contest, with invited high-school participants
6. Social Events
7. Recreational Events
8. Tours of businesses or manufacturing facilities in the community.

STAGING THE MEETING

Staging your meeting can be similar to staging a Broadway play. You apply effective lighting, use sound where appropriate, and whatever audio/visuals are necessary. Coordinate these with your program parts and follow your time schedule and you have the elements essential to effective staging.

During the “attitude adjustment period” and dinner, a good meeting planner will use the correct lighting to develop the atmosphere and create the right mood for the members. Background music, either live or taped, provides a relaxing quality. Just remember to turn it off before anyone gets to the lectern!!!

Pictures of the main program participants can be projected on a screen during their introduction. With groups of 300 or more, this is helpful. Spotlights can have a strong impact on a program, when properly used.

FACILITIES AND FOOD SERVICE

REVIEW FREQUENTLY

There is a need to review frequently—how and where—a chapter holds its meetings. Some considerations are:

1. Costs of food and service
2. Changing tastes, attitudes and locations of members
3. Changes in neighborhood, restaurant management, traffic patterns, etc.

PERMANENT LOCATIONS VERSUS MOVING AROUND

There is a need to review reasons for having all meetings at the same place, as opposed to moving around.

1. Convenience for members
2. Variety in food and service
3. Ability to handle groups
4. Quality of food and service and/or pricing
5. Catering versus restaurant

TYPE OF SERVICE

The type of service can cause considerable variation in the cost, the amount of food, or the manner in which the meeting is conducted. Weigh the relative merits of:

1. Buffet
2. Family style
3. Table service

MENU SELECTION

Menu selection should be given careful consideration. This may be the most important part of any meeting. Some of the factors that affect the selection are:

1. Price versus the desirability of a particular menu
2. Satisfying many tastes
3. Degree of substitution
4. Special diets

NON-DINNER MENU

Although the dinner meeting was once an institution within NMA, there is sound reasoning and some precedent for holding non-dinner meetings. One of the most compelling reasons is that many chapters are finding it difficult to engage space sufficiently enough to accommodate even a fraction of their membership for dinner. Other reasons for holding non-dinner meetings include:

1. More convenient meeting hours
2. Greater flexibility in the type of program presented
3. Easier to stage an outstanding program
4. Less expensive for both chapters and members
5. Emphasizes the professional rather than social aspect of the association

LIQUOR SERVICE

One of the most perplexing problems facing the program committee is in the area of liquor service. After the initial decision of whether or not to have liquor (many chapters don't), there are some questions that must be answered if liquor is to be served:

1. Length of drinking
 - a. Short time desirable—but every chapter must decide for itself
 - b. Bar open during meeting? How about after the meeting?
2. Chapter operated bar versus restaurant operation.
3. Should the bar show a profit or not?
4. Are drinks included in the price of dinner?
5. How to handle the over-zealous drinker.
6. Questions of liability; ALWAYS check with legal counsel!

PHYSICAL SETUP

Physical setup of the meeting room is important and should be reviewed from time to time to be certain it measures up to the requirements of the meeting style.

1. The Room
 - a. Large enough
 - b. Light, heat, ventilation, power, acoustics
 - c. Versatility and suitability for a variety of meeting formats

- d. Convenient location with adequate parking
 - f. Individual tables versus banquet tables (round tables versus oblong)
2. Is time available before the meeting to get properly set-up?
 3. What Special Arrangements have been made for:
 - a. Public address system
 - b. Audio visuals
 - c. Stage
 - d. Drapes, decorations, etc.

FINANCIAL ARRANGEMENTS

A financial arrangement with the food service is always important to review. Have a clear-cut, written understanding how advance reservations will be handled and billed. How are "no shows" taken care of? How do you handle "drop-ins" without prior reservations? How many—over or under—the reservation list can be handled without penalty? Keep in mind, many food service facilities build in a percentage, over the guaranteed number, for greater than expected attendance. Even though they build in this "over the guaranteed number", be prepared to pay for all extra meals served.

VERIFY ACTUAL ATTENDANCE

1. Have written agreement on how to handle discrepancies between reserved and actual.
2. Take your own count of dinners actually served.
3. If you operate a "by the bottle" bar, take an accurate bottle count before the bar opens and after it closes.

ENTERTAINMENT

While no amount of planning can give you an ironclad guarantee of success, there are certain things you should do and should not do when arranging your entertainment. Avoid some mistakes and you've avoided many of the headaches.

The most important thing for you to do, to become a good planner of entertainment, is to study your group. Know your audience and know it well. Know the appropriate age range of your membership, the mix of the sexes and the different kinds of jobs they hold. With these facts you have a fair idea of the type of entertainment which will appeal to them.

Review those entertainment programs that were well received in previous years. Did they enjoy the vocalist and the witty professor? Are they still talking about the choral group that they had two years ago? Their preferences will give you clues to successful programs this year. This year's choices don't have to be repeats or carbon copies of good acts from the past. Just knowing which categories were well received gives you a head start on planning entertainment for this year.

Be very careful with your entertainment budget. If you hire local talent, you can usually avoid paying transportation costs. Some suggestions are:

- Vocalists are almost always sure fire
- Instrumentals are good, but very hard to find
- Novelty comedy acts seldom miss
- Skits are expensive
- Good, clean comedy is always a hit
- Dance acts are good, but if you have to pay transportation costs, they can be cost prohibitive (Any dance act is only about 12 minutes long)

No matter how good, do not create a program longer than 45 minutes. Today's audiences are restless and their attention span is short. Too many other influences!

MEMBER RECOGNITION

Each NMA chapter should have one program devoted to recognition of its members, company personnel and/or civic-minded people in the community. Recognition for a job well done is very important to those who perform well. Don't allow their achievements to go by without the chapter's attention.

This program should be planned and staged so the award recipients receive the right recognition and exposure; however, make sure that your awards presentations are not long and boring. That could really drag things down... or even bring a lively meeting to a screeching halt.

PROGRAM BOOKING

SOURCES OF PROGRAM FEATURES

1. Your company's customers, suppliers and trade associations
2. Speakers bureaus of various organizations such as professional societies, Chamber of Commerce, local university or community college, military, and governmental services
3. Professional booking agents
4. NMA programs and discussions
5. Interesting local people in the news

CHOOSING SPEAKERS

In reviewing program personalities, look for people who offer fresh insights into the field of leadership and management. The operative word here is "fresh." The basic content of many messages can be similar to what they already know. This freshness can happen with the sheer excitement of a speaker's personality. Charisma, overused word that it is, can still be an important factor in audience acceptance.

Some good ways to find speakers are:

Use your Council meetings as a resource (if your chapter belongs to a council)
Seek recommendations and reports from other NMA Program Chairmen
Have pre-season brainstorming sessions with sub-committee chairmen
Collect names from every informed source such as your local newspaper
Check out the National Speakers Directory

Remember to try and book early; when you start calling speakers, you'll begin to think that every group in the United States meets on the same date that you do.

Plan ahead and be ready to engage a standby program. Just in case that bridge does wash out or the speaker breaks a leg while mounting the stairs, someone or something must be provided on 15 minutes notice.

10 TIPS FOR FINDING THE RIGHT SPEAKER

The selection of a good speaker is one of the most important elements in a successful meeting. Listed below are some tips for finding a good speaker from the National Speakers Directory:

1. Important criteria for Selection of a Speaker
 - Credentials
 - Expertise in a given field
 - Content of presentation
 - References
2. Sources for professional speakers
 - Personal referrals
 - Speakers Bureau (if you need speakers on specific topics or a substitute in an emergency)
 - For speakers on specific topics
 - Substitute in case of an emergency
 - Recommendations according to major strengths and audience appeal
 - The National Speakers Association can only provide a list of member speakers.
 - Other sources
 - Local Chamber of Commerce
 - Local Association for Training and Development
 - Local Toastmasters
3. Factors that affect how fees are determined
 - Speaker's talents
 - How full the Speaker's calendar is (this will cause his/her fee to escalate)
 - Travel expenses
 - How many programs a speaker does for you
 - Showcasing the speaker's talent so he/she will be hired from someone in your group
 - Allowing speaker to sell products (audio/video tapes, books) from the platform

4. Agreement of Terms
 - You should have a letter of agreement that clearly identifies the times and dates.
 - Find out the speaker's exact arrival and departure date and time and make sure that the agreement concerning expenses is clear.
 - If you are planning for a speaker to attend social events before or after the presentation, be sure he/she is aware of this well in advance.
 - Be sure to obtain the speaker's photograph and bio information so that your publications may present thorough information early enough to use as an attendance-building device.
 - Send the speaker as much information as possible about your and make sure you send the speaker copies of any material mentioning his or her presentation.
 - Be sure you have mutual understanding regarding what promotion of their materials will be allowed. Since this can be a delicate matter, do not treat it lightly during your final arrangements with the speaker. Audiences often benefit from material which extends the value of the presentation, but you should be comfortable that your meeting is not an occasion for marketing. Also, if you want to tape the meeting, be sure you have, in advance, signed authorization from all participants.
5. Tell the Speaker Everything
 - Be very specific concerning the size and demographics of your audience (age, gender, social and economic level, etc.). If there is good news or bad about your organization or company, be sure the speaker knows this. Names, buzz words, themes, or "insider" information...let the speaker know so it can be worked into the presentation.
 - Make it a point to let the speaker know who all is scheduled to be on the program.
6. Before the Speaker Arrives
 - Provide a "Host" who does not have a heavy meeting involvement to be your liaison with the speaker. This individual should check to be sure the speaker's sleeping room reservation is in order and that the meeting room and audio/visual materials are as requested.
 - The first place most speakers want to go is the meeting room usually to test the microphone and audio/visual equipment.
 - In order that your audience can receive the greatest impact from the speaker, the room should be set with no more chairs than the anticipated attendance.
7. Obtain and use the speaker's own printed introduction, which is usually designed to "set the stage."
8. Stay on Schedule
 - A Professional speaker's presentation is well-timed and rehearsed, you run the risk of spoiling a superb presentation if it has to be cut...especially on short notice.
9. Last but not least, send the speaker the evaluations for his or her presentation. We all grow from feedback on our performance. A reference letter is appreciated with any publicity about the presentation.

PROGRAM EVALUATION

METHODS OF EVALUATION

There are several methods of evaluation that can be used to give an idea of how successful any particular operation really is. For instance, there are:

1. Questionnaires
2. Personal Interviews
3. Group Interviews

PROVISION FOR PROGRAM SUGGESTIONS

The chapter is for all members so there should be some provisions for program suggestions from all segments of the membership. Generally, program ideas come from:

1. Past experience
2. Officers and board members
3. Members-at-large

FINANCIAL ANALYSIS

The final analysis of how successful a chapter's programming is, lies in meeting attendance. If the programs are consistently good, members will turn out in large numbers. Let one bad meeting slip and attendance is sure to drop off next time.

1. Keep accurate records of meeting attendance including notes on weather conditions, competing attractions, work load, etc.
2. Watch for trends and compare with previous year
3. Post summaries regularly for all members to see

CHAPTER PROGRAMS AWARD

This award was designed to recognize chapters that conduct monthly programs that enhance their members' professional and/or personal growth when they attend the chapter's membership meetings.

CHAPTER PROGRAMS AWARD CRITERIA

- a. A Chapter can receive this award by conducting monthly programs that enhance the members' professional and/or personal growth when they attend the chapter's membership meetings.
 1. **Description** - The "Chapter Programs Award" will be presented to any Chapter that meets the criteria listed under a, b, and c. A Chapter can receive this award by conducting monthly programs that enhance the members' professional and/or personal growth when they attend the

chapter's membership meetings. Points for these programs will be recorded on the CAR1 under B2, Monthly Meetings/Programs. Chapters earning this award will be recognized at NMA's Annual Conference.

2. **Qualifications** — To be considered for this award, a Chapter MUST participate in NMA's Chapter Recognition Program by submitting a monthly Chapter Achievement Report (CAR1 Form) to NMA Headquarters and earning a minimum rating of Superior for all activities reported during their administrative year. In addition, each chapter must submit the name of their Program Chairman (or equivalent officer) to NMA Headquarters.
3. **Submittal** — Chapters must submit a total of 2 monthly program communications (flyers) during the administrative year. One issue must have been published between May 1 and December 31, and the other must have been published between January 1 and May 1. All entries must be submitted electronically in a .pdf format. They may be submitted with any CAR1 during the year.

At the end of the administrative year, these flyers will be reviewed by the Recognition Committee Judges. They will review them for support of innovative programs, i.e., thinking outside the box, trying different things, speakers, venues, and topics. Each committee member reviewing the chapter's communications will assign 0-10 points for each. Those total points will be added to your end-of-year B2 total.

Each chapter MUST submit a "Chapter Programs Award Official Entry Form" no later than June 1. There are two parts, A and B. Part A is self-scoring (you enter the scores). Part B is scored by the Recognition Committee Judges.

The minimum number of points required under B2 for a Chapter Programs Award for all chapters is 85 points.

4. **Final Selection** — The NMA "Chapter Programs Award" will be presented at NMA's Annual Conference to ALL qualifying Chapters that have met the criteria listed in section a, b, and c above. After the Recognition Committee Judges have reviewed the flyers (communications) submitted by each chapter and added their total points from the "Chapter Programs Award Official Entry Form", to B2 on the CAR1, **ONE** chapter earning the most total points will be selected by the Recognition Committee to receive the "Chapter Outstanding Programs Award" for the year.

The "Chapter Programs Award Official Entry Form" can be found on NMA's website at <https://nma1.org>. This completed form must be received at NMA headquarters no later than June 1 during your administrative year. The chapter should complete all of Part A. You will enter your points for item 1 and 2 and the Recognition Committee will review item 3. Also, the Recognition Committee will review all of Part B.

Happy programming!!