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CITIES

SEMPO Cities 2018 Informational Webinar



Corey Morris,
VP of SEMPO Cities

Agenda

- What is SEMPO Cities
- SEMPO Cities Series & Other Cities Events
- Overall Structure
- Responsibilities
- Nominations for SEMPO Cities Leadership Committee
- Pre-Event, Event and Post-Event Toolkits
- Meetup Opportunities and Structure
- Next Steps
- Q&A



What is SEMPO Cities?

- SEMPO's local presence worldwide. Trusted education and networking events for digital and search marketers.
- SEMPO Cities Series is in the collection of events across all Cities in 2018. Each City must host a minimum of one event.
- May host other events within the approved meetup structure or as approved individually by SEMPO.



Cities Overview

- Funding
- Marketing
- Organizational Structure
- Toolkit
- Commitment time period



SEMPO Cities Events Series in 2018



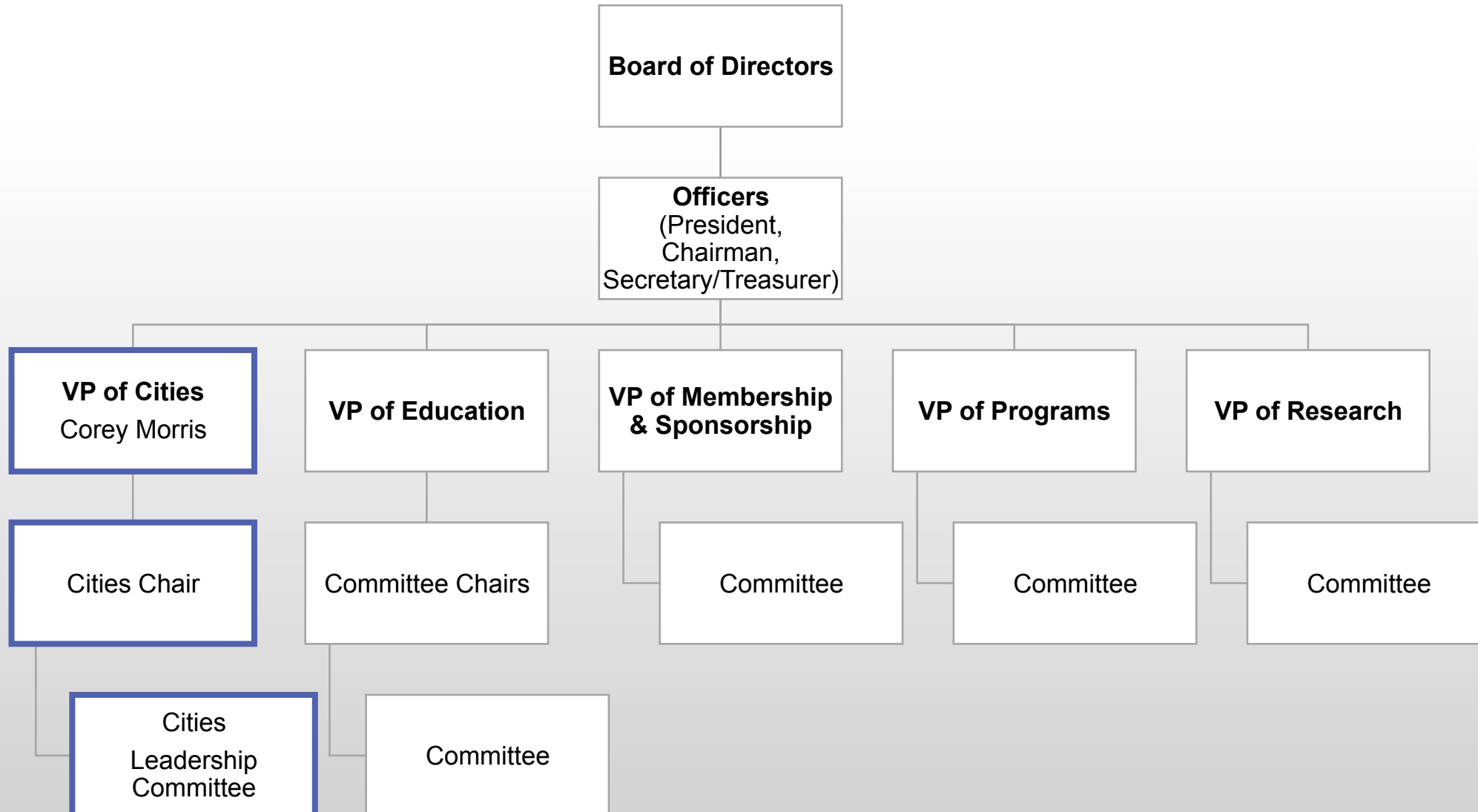
- One series of events that all SEMPO Cities promote & execute during 2018.
- Annually encourage and promote Cities events, to highlight the activity across all regions, countries, states and provinces and jointly build awareness.
- Goals:
 - Build community of search professionals through face-to-face networking.
 - Teach and learn educational topics related to search industry.
 - Promote SEMPO membership.
 - Cross-promote local SEMPO events across the globe.
 - Source global sponsorships for the full events series (across all events), and each event will receive a portion of those funds to promote and execute on the local event.
 - Foster event organizer skills and source great speakers and topics for the SEMPO education committee.

Structure, Process & Commitment



- SEMPO Cities Committee Chair for each SEMPO City. This person is appointed annually.
- Nominations for SEMPO Cities “Chair” and “Leadership Committee” is now open until April 30. City Leaders will be recognized and publicly announced by early May.
- All Leadership Committee members must receive and agree to leadership agreement document.
- One Chair + at least 2 additional Committee Members are required for each City.
- Committee needs to attend monthly global Cities leadership meeting webinar

Organization Chart



Benefits for Chair & Leadership Committee



- SEMPO Cities Chair announced and recognized for the year. Press release, social, SEMPO website.
- Committee's discretion on topics, speakers, and venue.
- Opportunity to be included in other SEMPO speaking and planning opportunities including monthly hangouts, in person conferences and more.
- Cities Awards presented annually recognizing outstanding leaders.
- Funding provided by SEMPO Global.

What does a SEMPO Cities Chair look like?



- You probably already were a Cities Leader or Local Group Leader. (Please nominate yourself if you haven't already).
- You are passionate about the digital marketing industry, education and standardization.
- Most likely already leading a company or a team (or want to).
- SEMPO needs a sustained or more of a presence in your region or city.
- Can commit to the leadership position from now to December 2018.

Leadership Committee Responsibilities



- Active participation on monthly SEMPO Cities Committee calls, led by Corey Morris, which focus on collaboration across SEMPO Cities and sharing best practices.
- Identify potential content experts (Speakers) to submit proposals from outside or inside SEMPO membership.
- Source local sponsor(s) to help cover needs on an in-kind basis or with cash (beyond the initial funds SEMPO provides).
- Manage logistics for events including pre-event planning, on-site execution, and **post-event follow-up** according to SEMPO Cities event requirements and standards.

Understanding the Money



- SEMPO Global owns all local funds: sponsorship and membership. Any local sponsor dollars can be pulled down by local committees for use.
- SEMPO Global will drive Global Cities sponsorship sourcing. (Platinum, Gold, Silver, etc.).
- All revenue derived from SEMPO Cities are to be earmarked annually in one fund, rather than one fund per location.
- SEMPO Global provides seed funding (\$500) for Cities events from the earmarked funds.
- Cities Leadership Committee is responsible for seeking additional local sponsorship funding to cover any gaps in expenses.

Marketing Power



- SEMPO Global is responsible for marketing all events in social media, public relations and email.
- All SEMPO Cities events will charge for non-members for attendance, and all events will be listed on SEMPO.org calendar.
- SEMPO.org owns and manages the event sign-up process.
- SEMPO Global will share your local event materials including photos, blogs, presentations etc. with all members post-event.

What does a SEMPO Cities Event look like?



- Flexibility: Morning, Afternoon, Evening, half day
- 50 to 100+ attendees (business leaders, marketers, digital marketers, students)
- Suggestions made by SEMPO.org as to topics
- Speakers (2 to 5), individuals, joint, panel
- Sponsors
- SEMPO promotion
- Networking Opportunity, name badges, swag bags
- Survey (prepared by SEMPO)
- Giveaways
- Food, drink 😊

Cities Meetup Events



- Connected with Cities series event
 - Warm-up meetup event prior to Cities series event
 - Post-Cities series event meetup
 - Emphasis on momentum and organization
- Potential for more
 - Possible expansion to regular meetup events
 - Building consistent and engaged community through additional events
 - Benefit of SEMPO support and framework for events

Cities Timeline



1. Lock in cities and committee chairs (now to April 30)
2. Form local leadership committee
3. Plan event format, select day, select venue
4. Confirm any sponsors to cover needs/costs
5. Select speakers and program event
6. Promote the event through personal and company channels
7. Host your successful event
8. Post-event responsibilities

Toolkit for Success: Pre-Event



- This will include tips and best practices:
 - Venue sourcing
 - Sponsorship sourcing
 - Topic suggestions
 - Speaker connections and invitations
 - Event types and requirements
- It will also include on-site materials to ensure all the events are met with the same standard of quality and branding such as:
 - PowerPoint templates
 - Attendee registration list
 - Banners to print locally

Toolkit for Success: Post-Event



- All events will be required to provide a recap to include:
 - Sign-in attendance list
 - On-site registrations list
 - Finances recap (sponsorship, expenses)
 - Reimbursement form and invoices
- Media
 - Slide decks, photos, audio, video, quotes from attendees
 - Blog: Including paragraph recap, media, and key takeaways
 - Email: Email blast summary to all attendees
- Best Practice Sharing
 - One tip learned to share with other SEMPO Cities Organizers

Next Steps...

- Call for SEMPO Cities Chair & Committee Members open through April 30, 2018
- Announcement of selected/confirmed leaders in early May
- Formation of leadership committees
 - Signed leader agreements
 - Active membership for committee members
 - Receive calendar invite for monthly calls (starting in May)
- Start planning!



Q & A Time



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Thank You!

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