

## 2018-19 Events Committee Action Plan

### EVENTS COMMITTEE LEADERSHIP

**Chad Schelicher**, Chair

**Jennifer Delaporte**, Vice Chair

**Amanda Elliott**, Board Liaison

**EVENTS COMMITTEE MISSION:** To create authentic professional development programming that encourages attendance by both practitioner and provider members. The programming should work to bring new and original topics that increase AAED's visibility within the community as the leader of Arizona's economic development.

### GOAL #1: Create a framework that streamlines sponsorship process to maximize profits

- Vice Chair to serve as the sponsorship lead
  - Tasks include: brainstorming with committee for sponsors during monthly meeting, overseeing committee commitments to reach out to sponsors, recalibrate when needed
- Update the sponsorship standard operating procedure one pager and add to the AAED Events online documents
- Examine additional opportunities to promote sponsorships
  - Add a button during online registration that offers the opportunity to sponsor
  - Work with marketing/communications to examine sponsor opportunities for non-member organizations
- Framework will allow Events to meet luncheon budget

**TIMELINE FOR COMPLETION:** Ongoing

**BUDGET IMPACT:** None

### MEASURABLE RESULTS:

- Consistent number of sponsorships each month

### GOAL #2: Increase attendance at monthly luncheons

- Examine the cause of decreased attendance (i.e. subject, location, funding...etc.)
- Examine opportunities to reach nonmembers with the luncheon topics
  - Create a mailing list for nonmembers to receive luncheon topics
  - Create targeted marketing campaigns (i.e. LinkedIn)
- Create a communications form
  - Form will be filled out by the luncheon lead and sent to the communications team
    - Message to providers
    - Message to practitioners
    - Top five takeaways
- Put surveys on the table
  - Events leads to pick up the surveys at end of luncheon
- Hold a bi-annual workshop with the marketing/communications team

**TIMELINE FOR COMPLETION:** Ongoing

**BUDGET IMPACT:** None

**MEASURABLE RESULTS:**

- Increased attendance at monthly luncheons
- Increased interest by nonmembers

**GOAL #3: Grow participation in the events committee**

- Examine opportunities to further empower committee members
- Examine the list of members on a bi-annual basis and reach out to potential new committee members
- Hold a meet and greet at the Spring and Fall conferences
- Attend the welcome event for new members to recruit for the committee
- Create a succession planning process

**TIMELINE FOR COMPLETION:** Ongoing

**BUDGET IMPACT:** None

**MEASURABLE RESULTS:**

- Increased participation in the events committee
- Increased interest in leadership – succession planning

**GOAL #4: Enhance committee communications**

- Determine the incoming Vice Chair for 2019. Designate the incoming Vice Chair to become the minute taker.
- Have a quarterly meeting with Board Liaison, Chair, Vice Chair and incoming Vice Chair
- Add a glance ahead in the body of the Events Committee emails
- Attend the welcome event for new members to recruit for the committee
- Create a succession planning process
- Create new marketing campaigns around each luncheon topic – Better previews of the topics
  - I.e. Events to script short (FREE) videos
    - Text videos would include takeaways to expect from attendance of an event
    - Marketing/PR Committee produce 10 second text videos utilizing free online software
- Encourage members to use social media to promote an event
- Encourage members to invite a guest

**TIMELINE FOR COMPLETION:** Ongoing

**BUDGET IMPACT:** None

**MEASURABLE RESULTS:**

- Increased participation by committee members
- Better ability for members to speak about upcoming events

**GOAL #5: Actively recruit new speakers/programming in order to diversify the pool of topics currently circulating amongst the many associations in Arizona (i.e. ULI, Corenet, Valley Partnership...etc).**

**ACTIONS:**

- Issue a call for proposal for speakers to our membership and secure at least one new speaker from this proposal
- Hold 2 brainstorming sessions regarding topics in which there are an equal number of practitioners to providers attending the session
- Add a suggest a speaker/topic button to website

- Create a topics campaign on LinkedIn for topic/speaker ideas
- Provide membership a listing of upcoming program topics and offer them the opportunity to sponsor
- Send yearly survey to members focused on luncheon topics
- Create a table card for Phoenix Luncheon in which members can fill out potential topics they'd like to hear

**TIMELINE FOR COMPLETION:** Ongoing

**BUDGET IMPACT:** None

**MEASURABLE RESULTS:**

- Less overlap in topics from other regional and statewide organizations, new ideas
- Engagement of members that may not serve on a current committee
- Increased attendance at luncheons

**MEASURABLE RESULTS:** Enhanced luncheon presentations (results demonstrated via survey)

**GOAL #6: Increase awareness of AAED through a fundraising event**

**ACTION:**

- Hold a cornhole event in the February

**TIMELINE FOR COMPLETION:** Ongoing

**BUDGET IMPACT:** Net \$21,000

Expense \$14,500

Revenue \$35,400

**MEASURABLE RESULTS:** Increase revenue for the organization

**GOAL #7: Address the needs of Workforce**

**ACTION:**

- Hold a workforce symposium

**TIMELINE FOR COMPLETION:** Ongoing

**BUDGET IMPACT:** Net \$5139

Expense: \$4667

Revenue: \$7206

**MEASURABLE RESULTS:** Increase number of attendees via working with the PR/Communications team