



Organizing Great Impact Meetings

Outstanding Recruitment Methods And
Membership Growth

© Copyright June 2009



Vision

- ▲ What is your goal?
- ▲ What is success?
- ▲ How will you get there?



Building Teams – Creating Leaders

- ▲ Offer a “chance to lead”
- ▲ Small task – limited mandate – short timeline
- ▲ Setting up your members to succeed
- ▲ First step in succession planning



Making Your Vision their Vision

- ▲ Ask for input
- ▲ Integrate their ideas into your Vision and ensure commitment
- ▲ Team leaders form their own teams
 - Start small (one or two)
 - As task gets busier, find more help
 - Avoid idle volunteers



Recruiting and Retention

- ▲ Adapt to changing needs of members
 - Find what works
 - Change what does not
 - Try new systems and structures



Task List

- ▲ Exercise – create a task list for this event
 - Break each task into units
 - Assign each unit a timeframe – how long will it take



Impact Event

- ▲ Education Conference as Impact Event
 - More attractive to employers & admins
 - Opportunity for members to engage, assist and lead
 - Opportunity to strut our stuff – We did it all !!!
 - Fund raising opportunity
 - Raise your profile in the community



Impact Event

- ▲ Covering costs
 - Admission Fees
 - Sponsors and Vendors
 - Negotiating:
 - Free advertising – newsletter & website
 - Space to sell their goods / services / books etc.
 - Closing the deal



Sponsors and Vendors

- ▲ Dessert Topic Speakers
 - 15 minute presentation at monthly meeting
 - New service provider information
 - Face time and leads for Vendor
 - Door prizes
- ▲ Ready made source of Event Vendors / Sponsors
- ▲ Advertising in newsletter / website
- ▲ Develop strong relationship through give and take



Sponsors and Vendors

- ▲ Sponsorship opportunities offered
- ▲ Based on HQ model for EFAM conference

Networking Lunch – Keynote Speaker

Sponsorship Amount \$5,000

Networking luncheon with keynote speaker. Recognition will be given in the official program, on invitation and in all advertising materials, as well as appropriate signage at the Luncheon. Sponsor may give welcome remarks. Sponsor may provide attendees with marketing materials in their Registration Portfolio Package and/or product samples. Sponsorship includes a Vendor's Table, a full page colour ad in the program, 1 ad on the Toronto Chapter website for 6 months (July to September 2009), 1 ad in the Toronto Chapter monthly newsletter for 6 months (July to September 2009) and 1 additional space at Breakfast, Lunch & Reception.

Kick-off Networking Breakfast

Sponsorship Amount \$2,500

A welcome Kick-off Breakfast provides opportunities for participants and sponsors to network. Recognition will be given in the official program, on invitation and in all advertising materials, as well as with appropriate signage at the Breakfast. Sponsor may give welcome remarks. Sponsorship includes a Vendor's Table, a full page colour ad in the program, 1 ad on the Toronto Chapter website for 3 months (July to September 2009) and 1 ad in the Toronto Chapter monthly newsletter for 3 months (July to September 2009).

Registration Portfolio Package

Sponsorship Amount \$1,500

Registration materials are given to each attendee. IMAP selects appropriate Portfolio. Sponsor materials can be placed inside the Portfolio. Logo will be printed on the Portfolio and recognition will be given in the official program. Sponsor may also set marketing materials and/or product samples. Sponsorship includes a Vendor's Table, a full page colour ad in the program, 1 ad on the Toronto Chapter website for 3 months (July to September 2009) and 1 ad in the Toronto Chapter monthly newsletter for 3 months (July to September 2009).

Door Prizes

Throughout the conference, door prizes are given by sponsoring partners. Sponsors provide prizes, or the funds to purchase them. **Minimum prize value of \$50.00.** Recognition will be provided in the official program, as well as from the stage.

Name Badge Holders/Lanyards

Sponsorship Amount \$1000

Used to hold the Attendee's name badge. Sponsorship includes the sponsor's name on the holder, and the IMAP logo. IMAP will order the appropriate holder. Sponsorship includes a Vendor's Table, a half-page colour ad in the program, 1 ad on the Toronto Chapter website for 1 month, and 1 ad in the Toronto Chapter monthly newsletter.

Workshop Presenters

Sponsorship Amount \$750

Nine educational workshops. Speakers provide cutting edge information on timely topics to the administrative professionals. Recognition will be given in the official program and sponsor may introduce speaker. Sponsorship includes a Vendor's Table, a half-page colour ad in the program, 1 ad on the Toronto Chapter website for 1 month, and 1 ad in the Toronto Chapter monthly newsletter.

Business Cards

Sponsorship Amount \$500

Each conference participant is provided with 20 business cards, pre-printed with their name, phone number and email address (to provide participants with cards to drop off with vendors for door prizes, etc.). Sponsors logo will appear on the back of the card.

Sponsorship includes a Vendor's Table, half-page colour ad in the program, 1 ad on the Toronto Chapter website for 1 month, and 1 ad in the Toronto Chapter monthly newsletter.

Vendor's Table

\$275

Includes: 1 breakfast, 1 lunch & reception (extra meals can be arranged), 1 x 6' foot table, including linen and skirt, and a quarter page colour ad in the program



Sponsors and Vendors

- ▲ Each attendee gets 20 business cards
- ▲ Business Card Sponsor to cover the cost
- ▲ Sponsor logo on the back of the card.
- ▲ Expo vendors get cards for offering prizes
- ▲ Very popular with attendees and vendors.



Sponsors and Vendors

- ▲ Be adaptable
 - What do you have to offer
 - Ask what they want
- ▲ Develop relationships
 - Contact throughout the year
 - Find additional ways to invite them in
- ▲ Be accessible
 - Invite them to meetings
 - Offer opportunities



Speakers

- ▲ Build relationships
 - Be flexible
 - Offer alternatives
- ▲ Demand take-aways – how will my members benefit?
- ▲ Vendors can provide speakers – soft skills
 - Negotiation, project planning, image
- ▲ Make a deal - bargain
 - Free advertising
 - Sell your book
 - Free meeting presentation – pay you for conference
 - Vendor's table at conference



Recruiting and Retention

- ▲ Using Education Conference to put our best foot forward
- ▲ Provide education opportunities
- ▲ Provide a quality product
- ▲ Avenue for members to learn, grow and succeed



Timelines

- ▲ Completion date / “Drop dead” date
- ▲ Draw up your timeline with team leaders
- ▲ Start at the end and work back to the start

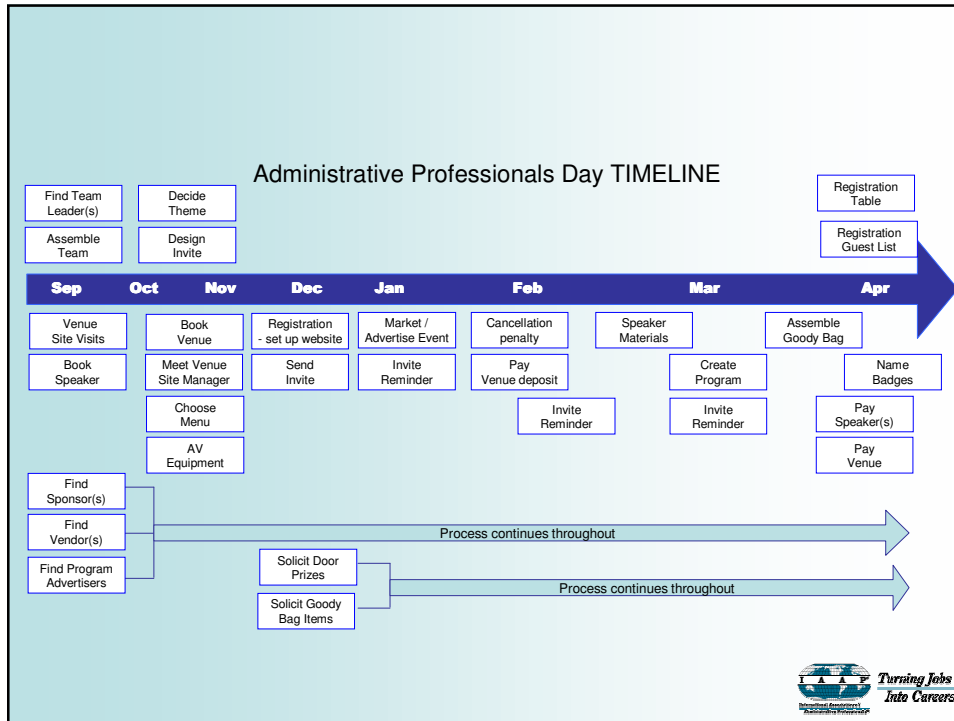


Administrative Professionals Day TIMELINE



Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Assemble Team	Book Speaker	Choose Menu	Market / Advertise Event	Pay Venue	Send Invite	Speaker Materials	
Assemble Goody Bag	Book Sponsor(s)	Create/Assemble Program	Meet Venue Site Manager	Registration Guest List	Send Invite Reminder	AV Equipment	
Assign Team Leaders	Book Venue	Decide Theme	Name Badges	Registration - set up site	Solicit Door Prizes	Venue Site Visit	
Book Vendor(s)	Cancellation penalty	Find Program Advertisers	Pay Speaker(s)	Registration Table	Solicit Goody Bag Items		







Engaging Your Members (and Guests)

- ▲ Meeting mentors
 - a friendly face and a warm welcome
 - information to encourage new members to engage quickly
- ▲ Orientation sessions
 - For New members and old
 - What's happening in IAAP?
 - Why?


Turning Jobs Into Careers®
International Association of Administrative Professionals

Be Flexible

- ▲ Flexibility and willingness to adapt
- ▲ Keeping relevant
- ▲ Try new ideas
- ▲ Form a Shadow Board
- ▲ Encourage participation
- ▲ Sense of accomplishment
- ▲ Share – share – share



Sharing Success

- ▲ Participation
- ▲ Accomplishing Goals
- ▲ Being Part of the Process
- ▲ Member Satisfaction
- ▲ Share the Load
- ▲ Share Ideas
- ▲ Share Experience
- ▲ Information Highway?



Questions?

