

Tips for Developing Chapter Technicals

1. Bring in outside speakers. Even though your chapter may have a good selection of local presenters, most people tend to show more interest in visiting speakers.
2. Swap instructors with other chapters in your area. Make this a regular activity.
3. Have a joint meeting with other chapters in your area and spend a little money on bringing in a nationally known presenter.
4. Ask presenters ahead of time for their course outline. This will help you promote the session.
5. Be sure you invite speakers who have technical expertise and good presentation skills. Check out the speaker by attending one of their presentations or getting a good recommendation from someone who has heard them before. Know as much as you can about the instructor before inviting them to come to your chapter.
6. Encourage presenters to use visual aids and hands-on activities. Handouts are always welcome, too.
7. Make sure your meeting space will accommodate your presenter's needs. Consider changing locations so that you have the space and logistics you need to have the most effective training possible.
8. Be sure your technical sessions are geared towards a variety of levels and interests. If your technicals are always too basic, advanced, or specialized, you will lose people.
9. Give members lots of opportunities to suggest technical ideas. Spend some time brainstorming at the beginning of the planning year, but also remind them throughout the year.
10. Use ideas from the annual PTG Convention & Technical Institute. Assign your delegate to come back with a list of topics and contact people for chapter technicals.
11. Look through your *Piano Technicians Journal* for speaker ideas. Note the authors of articles you enjoyed, advertisers, and those providing technical tips as possibilities. If you subscribe to one of the PTG e-groups, watch for ideas for potential technical.
11. Stick to your schedule. If you promise a 45-minute presentation, make sure the session ends on time. Ask the instructor to stay around to answer questions.
12. Involve your members by putting different people in charge of setting up the room, greeting guests, making the presenter has what they need, serving refreshments, etc. If you have an assigned duty, you will be more likely to show up for the meeting.
13. Offer more than technical topics. Find speakers from outside the organization who are experts in small business development, marketing, and customer service. Start by looking around your own community. Your local chamber of commerce can help with resources for business development.
14. Show a video. The *PTG Guide to Resources in Piano Technology* lists some companies who sell technical videos. Contact manufacturers and suppliers for technical support or installation videos. Videotape a chapter or individual member activity and watch the recording at a chapter meeting. Serve popcorn and make it a night at the movies.



www.ptg.org
(913) 432-9975

© 2004 Piano Technicians Guild