



## Chapter Program Tips

- Survey your members for their ideas on topics, times and dates
- Select Hot Topics (items in the news, groundbreaking projects, new legislation)
- Explore local talent for speakers
- Select speakers based on knowledge, reputation and experience
- Plan your program year in advance so members can plan their time and financial resources
- Create a flyer for each event that includes registration section
- Send notification of event to all Members and others well in advance
- Send a reminder one week or a few days before the event
- Make Registration simple with options (online, fax, phone)
- Offer a Season Pass or multiple session attendance discounts
- Accept various methods of payment and specify
- Encourage payment in advance
- Be Geographically Flexible (move from downtown to suburbs, etc.)
- Offer outreach programs to members outside of the core area
- Partner with other chapters or organizations
- Incorporate Events into the Programs Calendar (members' appreciation, family day, privacy day, RIM Month, book signing, vendor tour)
- Offer what you can offer successfully (monthly, quarterly sessions)
- Offer a variety of event types (breakfast, dinner, lunch, half day, full day, multitrack, social)
- Decide on a Breakeven Cost (such as # of attendees)
- Include all items that cost money (meals, a/v, speaker fees, speaker gifts, photocopying)
- View the rooms and taste the food before the event
- Verify other services offered (audio visual, etc.)
- Ask for non-profit rates
- Shop around for best quality and cost combination (discounts, complimentary items)
- Build relationship with hotel contact