

CLI Wall Notes – November 2014

MANAGEMENT

Leverage Past Presidents

- champion a cause
- auction them
- host meal
- ask them “how” they’d like to participate
- “I need your help”
- invite them to leading edge events
- invite them to “induct you and your board in”
- mentor speakers
- “mention” on social media (compells them)
- give them a role
 - intro/network

WHY:

- image of success
- expertise
- history
- may become board members
- appoint a “no” person (non-voting position)
- success begets success
- they have friends (clap, clap, clap, clap)

HOW:

- have their friends invite
- involve them in meeting
- CPAE announces award winners
- speaker lab
- recognized at meetings - always!
- invite them to present
- use them as mentors (academy)
- use them as speakers (academy)
- allow them to try new material
- past presidents event
- “how would you like to be involved?”
- 100 cups of coffee one on one

- call members “I’m president elect...”
- ask
- presidential appointee
- play to ego

ON-BOARDING:

- contact B.D.A.
- define process
- “take 2”
- lunch with president
- welcome kit

MARKETING

HOW CAN YOU CONVEY BENEFITS OF BEING AS NSA MEMBER?

- member only events
 - only members in “hot seat”
 - salons members attend for free
 - making announcement of upcoming events
 - lunch with the speaker
 - eSpeakers
 - web page “member of the month”
 - SPIN - member get up and discuss learning from last month
 - speaker showcase
 - member showcase - new book, etc.
 - brags - giving thanks to others
 - virtual hangouts for members only
 - discounts for events

MEETINGS

EXPERT EXPOUNDS/EXTRAORDINARY ENGAGEMENT

- Fee to free
- journey of champions
- meet-ups
- pitch fest
- book exchange
- social media lab
- table of ten
- TED talks
- fireside chats
- spex makeover
- speaker mastermind
- quarterly celebration
- networking/fundraising event
- CSP roundtable

PROGRAMMING/MEETING IDEAS

- free to fee
- spex mastermind
- networking event (fundraiser)
- pitch fest
- TED talks
- book exchange
- fireside chat/salons
- meet-ups to outlying areas
- journey of champions
 - panel - success
- table of ten
- table of ten working session
- one-day speaker school
- social media lab - work with experts
- CSP roundtable with speaker
- quarterly member celebration
- speaker makeover

BEST PRACTICE

- remove barriers - paypal credit
- check list - eye opener

- validating experience
 - how to bring others in the money conversation
- “free” facility - inkind
- airline frequent flyer miles
- who is behind the treasurer? succession.

HOW CAN YOU ENHANCE THE MEETING EXPERIENCE?

- lunch with special guest
- keep announcements to a minimum
- have an agenda with times
- open with a video - opening act
- greeters
- room set-up - optimize
- music - upbeat - helps with timing
- refreshments
- networking and structured networking
- great speakers
- begin and end of time
- share take-aways
- have professional membership available
- good news from all members via card

HOW CAN YOU UTILIZE NEW MEMBERS OR ACADEMY MEMBERS?

- new member volunteer card
- registration table
- be paired with a buddy for meetings
- greeters
- thank you note to speaker
- handouts makers/passing out handouts
- thanking the speaker
- pick speakers up from airport
- take part in 50/50 ticket sales
- script call/meeting reminder
- concierge
- recognize new members at events and in newsletters
- use social media during meeting

WHAT YOU CAN DO TO INVOLVE GUESTS?

- introductions
- feedback - post meeting
- VIP on badges
- front of food line
- packet - FAQs, magazines, etc.
- drawing for guest bringers
- follow up phone call
- VIP interview

CHAPTER RECOMMENDED SPEAKERS

- Mike Domitrz
- Kordell Norton
- Lois Creamer
- Ford Saeks
- Dave Lievver
- Toni Newman
- Pete Weissman (NorCal)
- Steve Gilliland
- Glenna Salsbury
- Laurie Guest
- Mark LeBlanc
- Kelly Swanson
- Dan Clark
- Neen James
- Ed Rigsbee
- Jane Atkinson
- Pegine Echevarria
- David Newman
- Shep Hyken
- Tim Gard
- Dick Bruso
- Bill Stainton
- Lethia Owens
- Michael Hauge?

2014-2015 CLC Team Leaders available for Board Retreat Facilitation

- Donna Cardillo
- Elaine Dumler
- Dorothy Erlanger
- Daniel Moirao
- Rochelle Rice
- Stu Schlackman
- Marty Stanley
- Greg Williams

2014-2015 CLC Team Members available to speak at Chapters

- Donna Cardillo
- Tom Davidson
- Patrick Donadio
- Elaine Dumler
- Daniel Moirao
- Rochelle Rice
- Stu Schlackman
- Jon Schwartz
- Marty Stanley
- Greg Williams

MEMBERSHIP

60-90 members

1. onboarding
2. Recruit
3. Retain
4. Community/Connection/Camaraderie
 - Pre-meetings
 - defined process
 - organic
 - formalized
 - allocated roles
 - extend invite to new national members to join one chapter event FREE
 - “Take 2” gift program for newbies (existing members donate time/product)

3.0 Retain:

- member spotlight (seasoned)
 - limit to 5 minutes
- daily tweet highlighting one member

RECRUITING:

- target LinkedIn
- affiliation
- align with ASTD coaches
- institute of management consulting
- media
- toastmasters specifically for professional speakers
- golden ticket
- joint meetings
- meeting schedule on business cards
- “be my guest” cards
- technology
- business journal has a speakers profile section
- VP outreach
- speaker schools
- showcases
- invite national members to meetings
- millennials
- notes to convention attendees who aren’t chapter members in room
- have CSP/CPAE call

- womens speakers association
- regional recruiting events
- partner with local TEDx
 - offer to coach speakers
- viral experts who have a lot of followers
- re-engage busy speakers
 - dinner
 - q&a
 - let go the ones who can't do stuff...love 'em, but let 'em go
- phone members
 - nurture
 - family
 - reach out
- 100 cups a quarter: meet them
- listen to phrases
 - "I can't believe you're asking" = touched
 - want to give back
- affiliates with various associations (coaching, training, etc.)
- google speakers in your area
- partnering
 - golden ticket under seat table at the event
 - free admission
- speaker → author
- google search
- affiliate agreements with ICF, ASTD, e tc.
- common calendar with affiliate associations

RETAIN:

- member spotlight
- mentor
- CSP showcase
- meet-ups
- structured networking
- connection, education results
- 360 review
- google handout "wine online"

Why:

- well connected
- knowledge

- sticky
- HOPE
- image of success

How would you like to participate?

How:

- president lunch - wine
- introductions
- be your “no” person
- CSP only focus
- coffee/lunch
- panel
- skype
- piggyback people in town
- roundtable
- spirit of Cavett
- auction

Attract & Retain Seasoned Professionals

- great experience
- balanced expertise
 - aspiring
 - seasoned
- their network
 - “pull marketing”

What do I do?

- President-elect → CSP/CPAE - Befriend, ask for help

MONEY

FUNDRAISING:

- auctions
- speak for success
- speaker university
- industry sponsors
- speaker showcase
 - partnered with association executive
- income generated assets
- donations via website
- one day event free - learning
- social funding/crowd sourcing
- head shots and demo videos at ½ price
- e-books or products
- programs recorded and free to members; charge non-members
- segmentation of opportunities for membership
- increasing event fee reducing cost
- annual pass for members; higher price for non-members
- bonus online training/affiliation link
- social event with silent auction
- toolbar branded with chapter logo dubly
- speaker academy
- vendor fair
- working sessions - member expert
- sponsorships - eblast/information at meeting
- public conference on presentation skills/silent auction - \$199
- speaker showcase
- video day - demo video \$80
- bookwriting club
- TED club
- afternoon session after meeting/speaker lunch
- auction from speaker program
- \$5 50/50 scholarship winner
- table of ten
- free to fee events (CSPs)
- comedy contest
- best practice breakfast with past presidents
- pro track/fast tracking to business (speaker school)
- coaching from current day speaker

- member sponsors (\$150) 10 minute talk
- auction
- professional lab after event
- printed programs
 - sell ads to speakers
 - \$100 card to clients
- Jt meeting with MPI
- panel discussions (media, publishing)
- learning labs
- presentation skills one-day school (donated speakers time)
- make-over day
- sponsorship by companies
- experienced speaker to coach
 - pay as go
- speaker auction off services
- ask CSP/CPAE to get involved before you get into office
- how would you like to help?
- auction off time with CSP/CPAE
- monthly meetings
- auctions
- chapter academy
- special events
- professional only session
- join ventures
- selling remote access to your event
- comedy “fest”
- members record content
- bonus sessions
- headshot & demo session
- full day NSA