CHAPTER LEADER SESSION: Strategies and Resources to Increase Your Chapter's Visibility

Keywords: Chapter Leaders, Chapter Session and Marketing and Communication

Description/Overview:
Do your members know how to find your chapter online? Do candidates know all that membership has to offer before they are invited? Attend this session to learn marketing, communication and promotional strategies to increase visibility for your chapter among members and in the community.

Organizer

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Author Summary: Laura serves as the Manager of Chapter Operations for Sigma. She has worked in the association industry since 2011, specializing in membership and chapter services. Laura has been with Sigma since early 2018 and is now working with the Chapter Specialists to support Sigma chapters across the world. The team is dedicated to providing resources and continuous support to the chapter leaders as they recruit members, engage their groups, and add value through chapter benefits.

Organizer

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Author Summary: Noelle Pickler is the Manager of Communities and Training for Sigma. She specializes in chapter communication strategies, developing training resources, and helping chapters learn how to create strong relationships with members. She also serves as the Community Manager for The Circle, Sigma’s online professional networking community.