Title:
CHAPTER LEADER SESSION: The How, What, and Why Behind Member Communication

Keywords:
Chapter Leaders, Chapter Session and Member Communication

Description/Overview:
Communication with members is essential to forming relationships and providing an exceptional Sigma member experience. Consistent and valuable communication can even help with retention, recruitment, and leadership development. Learn why it’s important to communicate, what kinds of things members want to know, and how to convey your message effectively.

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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.

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Author Summary: Emily Kusz is the Marketing Strategist for Sigma. She strives to create marketing materials that attract new members and keep current members engaged by leading the design and content direction for all membership pieces, including emails, websites, printed mailings, digital marketing campaigns, brochures, postcards, and more.