

**Title:**

CHAPTER LEADER SESSION: Five Strategies for Engaging Events and Programs

**Type:**

Oral

**Presenters:**

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**Keywords:**

chapter events, chapter programs and event logistics

**Summary:**

Does your STTI chapter want to keep members excited and engaged? Start by providing dynamic programs and events! This session will show you how to evaluate member needs to provide relevant and successful events.

**Abstract Text:**

Chapter events and programs are one of the most important tools you have for recruiting and motivating members to get involved. Members who are engaged are much more likely to renew each year, and will help create a buzz among potential members. Recruitment events will also help you to build a relationship with potential members; who should see the benefit of belonging to your chapter well before they receive an invitation to join.

It is important to regularly survey members to determine their needs. Responses from your membership will help you to alter the number of events, event topics, and much more. This session will discuss some of the questions you can ask members each year, to determine how to update your goals and strategic plan.

Some questions to ask yourself to get started with event planning include:

- What programs has your chapter hosted in the past? Were these programs/events successful? Why or why not?
- Has the chapter surveyed the membership to see what topics members are interested in, and if any members would be interested in speaking?
- Has the chapter utilized the Virginia Henderson Global Nursing e-Repository for topic or speaker ideas?
- Does your chapter provide any virtual programs? What benefits does the chapter offer those who are unable to attend in-person events?

It is also important to understand the difference between events and programs, and how providing the right balance to your membership can help meet their ever-changing needs and interests. What worked this year may not work next year, as you add new members and as established members change careers or have other life-changing events such as marriage or children.

This session will provide strategies to help chapter leader attendees:

- Learn how to evaluate member needs to develop relevant program topics
- Understand the logistics of planning a successful event or program

**Final Number:**

C 20

**Slot:**

C 20: Sunday, 29 October 2017: 10:45 AM-11:30 AM

**References:**

Hyatt, Michael. "Four Strategies for Creating Titles that Jump off the Page." [Online]. Retrieved from <http://michaelhyatt.com/four-strategies-for-creating-titles-that-jump-off-the-page.html>.

**Learning Activity:**

LEARNING OBJECTIVES	EXPANDED CONTENT OUTLINE
Learn how to evaluate member needs to develop relevant program topics	PowerPoint presentation
Understand the logistics of planning a successful event or program	PowerPoint presentation