Education & Programming in the ARMA Chapter

Chapter Advisor of Education and Programming:
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* Arrange all aspects of monthly programs.
* Set the educational tone for the chapter and be responsible for that content of meetings is useful and themed around records management, information governance and professional development.
* What Are My Duties?

* Gather Committee Members from membership or utilize board.
* Arrange for speakers, tours, films.
* Coordinate speaker travel arrangements.
* Typically presides over the seminar committee.
* Contract negotiation with meeting facility, acting on behalf of the chapter.
* Committees

* Don’t Try and Do it ALONE

* Awards Committee
* Nominating Committee

* Education Committee
* Program Committee

* Financial Review Committee
* Publicity or Public Relations Committee

* Membership Committee
* Teller Committee
* 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
* 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
* Chapter Education Development

* Program Goals
* Target Audience

* Education or Training Topic
* Education Program Planning
*Where Do We Get Speakers?*

* Your membership/board
* Board member personal networking
* Other chapters
* [Speakers Bureau](#)
*It’s like a full chapter year in 1 day!
*We don’t have the time or the resources to do it!
*It’s too much trouble!
*It’s too expensive!
*No one ever attends!
* Make the decision to do a seminar early.
* Form seminar committee immediately.
* Set Date first: Can promote with more info to come.
* $$$$ - what sort of seed money do you have?
* Set Budget
* Set Venue: Seek FREE
* Set Umbrella Topic:
* Search for Speakers

* Click Here for more Detail
### Seminar Budgeting

*Sample Seminar Budget Guidelines Worksheet*

**PROGRAM EXPENSE**
- Speakers’ expenses and honorariums: $_____________
- Speakers’ gifts: $_____________
- A/V rentals: $_____________
- Postage: $_____________

**PROMOTION**
- Paid advertising: $_____________
- Brochure printing: $_____________
- Mailings: $_____________

**REGISTRATION**
- Printing: $_____________
- Postage: $_____________
- Roster preparation: $_____________
- Packets/goody bags: $_____________

**FACILITIES**
- Food and beverage: $_____________
- Meeting space rental: $_____________
- Social functions: $_____________
- Decorations: $_____________
* Testing One Two Three: Got My Speaker Now What

* Speaker Grant
* Speaker Confirmation Correspondence
* Speaker Needs Form
* Event Planning Check List
* AV Tips and Guidelines
Stumped one particular month or have someone bail and don’t know what to do?.....

ARMA is here to save the day with Program in a Box.