* Education & Programming in the ARMA Chapter

Chapter Advisor of Education and Programming:

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*Programs Chair/Director

* 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.

KEEP CALM AND DO YOUR DUTY

*Committees

*Don't Try and Do it ALONE

* Awards Committee

* Education Committee

* Financial Review Committee

* Membership Committee

*Nominating Committee

*Program Committee

*Publicity or Public Relations Committee

*Teller Committee

*Chapter Programming Tips

* 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?

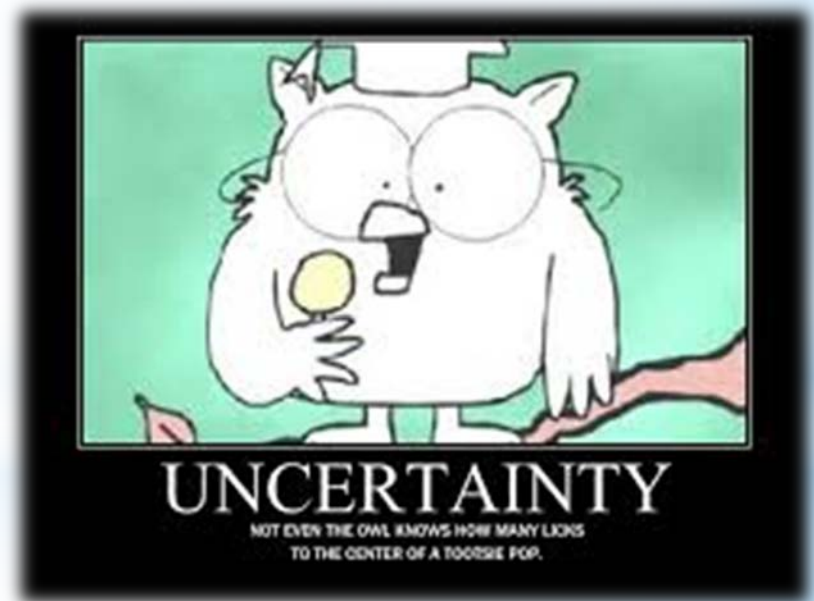* Your membership/board
* Board member personal networking
* Other chapters
* Speakers Bureau

*Seminar

* 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!

UNCERTAINTY
NOT EVEN THE OWL KNOWS HOW MANY LICKS
TO THE CENTER OF A TOOTSIE POP.

*Seminar Planning/Checklist

* 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

*Program In a Box:

*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.