

Association Success

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Topic Title: The Basics of Sales and Selling: Everyone's Job (60-90 min presentation or workshop)

Presentation Abstract

Chapters need the ability to drive membership, fill attendance, sell sponsorships, entice volunteerism and promote your brand. To do so requires some level of salesmanship. No one is asking your volunteers to turn into "car salesmen", but the lack of expertise or comfort level impacts a chapter's ability to migrate from surviving to thriving. This presentation offers practical ways to improve your chapter's ability to "put seats in chairs", grow membership increase volunteerism by dispelling many sales myths.

The major points to be covered include:

- ✓ Define selling, correcting many common misconceptions, and showing how everyone can embrace salesmanship, overcoming any concerns your team might have
- ✓ Provide and practice proven tips and techniques for turning a "laymen" into a "good enough" salesperson
- ✓ Show the many areas in need of being "sold", how to handle them, how to turn your team into "good enough" salespeople
- ✓ Dealing with "objections" - discussing common objections offered and how they are a good thing

This session will increase your chapter's leader's confidence and reduce the stress they have with being in a position to "sell" an idea in the PMI Chapter world, or their normal day jobs.

Topic Title: Strategic Planning for Chapter Success (75-90 min presentation or workshop)

Presentation Abstract

Not unlike a corporation or other enterprise all chapters that want to thrive to grow and provide the best benefit to their members must have goals, a vision and a plan to achieve results. To do that there needs to be a chapter strategy and the actions plans required to align with the strategy. This session take into account your chapter's unique challenges, skills and opportunities to provide a multi-year strategy and annual action planning to deliver on the strategy.

The major points to be covered include:

- ✓ Debunking many myths about Strategic planning
- ✓ The Key Components of a Strategic Plan
- ✓ Creation of a Mission, Vision and supporting Goals
- ✓ Handling competing priorities – dealing with all the "good" ideas that chapter leaders come up with
- ✓ Board vs. Committee vs. Membership components and how to approach each
- ✓ Polishing the process: On-going Reporting and Maintenance

After this session you will understand the components needed to lead your chapter and the basic tools needed to deliver on your Strategic Plan. And if given the opportunity to present in a Workshop format we will build out or update a Chapter Strategic Plan and the associated Action items.

Topic Title: Setting Up a Sponsorship Program for Improved Financial Stability (60-90 min presentation or workshop)**Presentation Abstract**

One way to augment chapter finances is to set up and run a sponsor/partner program. This requires several key elements including a good brand in the market, events and electronic content that can be leveraged and the right resources to organize and deliver the promised goods. This session will highlight the basics to starting up a committee, how to identify high-value opportunities to offer sponsors and how to qualify, negotiate and close the deal with your prospects.

The major points to be covered include:

- ✓ Setting-up the committee
- ✓ Pricing Strategies
- ✓ Supply vs. Demand, Inventory, Buyers and Perceived Value
- ✓ Marketing Collateral
- ✓ Chapter Differences – Smaller/Large, New/Established

All attendees will walk away with a check list for building out their program as well as templates you can use for your organization to generate “free” money by leveraging your PMI brand. And if given the opportunity to present in a Workshop format I will also incorporate the opportunity for your chapter to build their own Sponsorship Management Kit.

Topic Title: Best Practices in Volunteer Recruitment and Engagement (60-90 min presentation or workshop)**Presentation Abstract**

Every professional association and chapter relies heavily on volunteers to get much of the needed work down as well as promoting your organization. Topics to be covered include the “3 Types”, how to engage and recruit, typical problems, mastering volunteer success and sales techniques specifically for volunteer engagement.

The major points to be covered include:

- ✓ Defining best practices in Volunteer recruitment and management
- ✓ Understanding there are 3 Types of volunteers – and why each is ok and good for your chapter
- ✓ How to recognize who fits where and how to utilize them effectively
- ✓ Techniques to help "sell" them on your chapter
- ✓ Promoting from within – the good and how to manage the risks when a volunteer is stretched out of their comfort zone

The session includes checklists and other artifact handouts for the attendees, and if given the opportunity to present in a Workshop timeframe you will build your own Volunteer Management Kit.

This presentation will utilize real life examples on how to engage, recruit, on-board and nurture volunteers. Whether the volunteer is a “1-day wonder”, part-timer or a big part of your organization you will need to know where to find them and how to treat them right to give them an avenue to success and to keep them.

Topic Title: Pulling-off a Great PDD: Organizing, Attracting & Delivering (75-90 min presentation or workshop)**Presentation Abstract**

A profitable Professional Development Day (PDD) or Symposium event can position your chapter for success and mega-growth by providing financial stability, seed money for new ideas and long-standing programs, increased visibility in your community and excitement within your chapter members. This session will highlight the key points needed for success, the metrics and indicators to watch and the key positions you need to fill to start-up and then grow your own PDD or Symposium event.

The major points to be covered include:

- ✓ How the whole plan fits together: the 3 keys to success
- ✓ Setting-up the committee: what volunteer roles are needed and the associated position descriptions
- ✓ Budgeting and Finance: bootstrapping to repeatability
- ✓ Faculties and Food: what is needed and how to minimize cost while maximizing the attendee experience
- ✓ Hints on Speakers and Programs: the minimum to start, when to grow your program and how
- ✓ Attracting and working with Sponsors and Partners
- ✓ Marketing musts and wants
- ✓ How to avoid the “valleys” that often hurt your event

Your chapter will walk away with a plan to follow as well as multiple templates and checklists for building out or improving your program and giving your chapter the financial and marketing stability other PMI chapters have that successfully run similar events. And if given the opportunity to present in a Workshop format we will also incorporate the opportunity for your chapter to build the Charter, Plan and customized key artifacts for running your Symposium.

Topic Title: Successful Career Networking Groups: an Easy Key to Chapter Growth (60-90 min presentation or workshop)**Presentation Abstract**

One strategy for building a pipeline of new members is to start a Career Networking group (CNG) that helps new project managers, project managers in job transition or staff managers, business analysts, etc. convert to becoming a quality project manager. This session will outline the basics for successfully running a CNG series for your chapter and how that converts to a pipeline for new members.

The major points to be covered include:

- ✓ Creating a committee charter: Scope, Goals, Assumptions, Risks
- ✓ Setting-up the committee
- ✓ Discussing the best place to find speakers
- ✓ A checklist of the most popular topics
- ✓ Attacking attendees and sponsors - Marketing the event
- ✓ Tips on converting attendees to chapter members and certification attendees

You will be amazed at how easy and effective this type of event is at bringing in new members and filling you pipeline for certification classes. And if given the opportunity to present in a Workshop format the chapter will have the opportunity to build their own CNG Charter, Plan and Management Kit.

Career Management

Over the last 10+ years I have given dozens of talks to various groups of talented resources looking for a new job/career or an opportunity to improve their present situation. My experience as a staff manager, as well as a recruiter and salesmen in the contract and perm placement space, has given a look at the hiring process from both perspectives as well as a wealth of background in how things are really done in the corporate and consulting worlds.

These presentations I offer include:

- ✓ Creating a Marketing Plan for Job Search Success
- ✓ How to Deal with Transition, especially when you feel like you have no control
- ✓ The State of the IT Market - How the Market affects Jobs & Hiring
- ✓ Resumes - How Many Should You Have
- ✓ Resumes – How to Build one that gets you an Interview
- ✓ How to Stay Marketable
- ✓ Marketing Success for Introverts
- ✓ Must-Have Interviewing Techniques
- ✓ Networking 101 – What all “not-retired” People Should Know and Do
- ✓ How to Work with Corporate America – Tips and Tricks for Success
- ✓ Consulting in an Unstable Market

Owning my own 50 person staffing company for 17 years, and being the primary salesperson, I learned a lot about what it takes to qualify, negotiate and close a “sale”. For the past 25 years I have used that developed skill as part of the leadership for 18 different professional associations, including roles with PMI-MN as Board of Directors, PDD Volunteer Chair, Finance Director and Sponsors/Partner Chair. In addition, my experience from presenting to over a dozen PMI chapters and at Region meetings has given me a broad knowledge of other chapters that I plan to draw upon for the content, exercises and examples to make this time well spent for the attendees.