

Application: 238

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Chapter

Michigan Chapter of CAI

Chapter Size

Large (501-750)

Category

Member Services

Goals and Objectives: 30 Points

Describe the main goal(s) of this program. (15pts)

The goals of our 2019 Annual Conference & Expo are to provide;

1. Provide education for Business Partners, Managers and Volunteer Homeowners
2. Provide updates on the bills that we are watching in Lansing.
3. Provide networking opportunities for all members.
4. Providing a platform to help build better teams through CAI.

Define the strategies used to attain your goal(s). (15pts)

1. To provide educational topic that are current and are hot tops.
2. The LAC committee to give an update during the Annual Meeting at the Conference and will host a booth during the conference.
3. Create an atmosphere to promote networking throughout the day.
4. Have the BP go the lunch a few minutes before the attendees, so they can already seat for lunch, so the attendees will join the at the tables.
5. Create a raffle game where attendees are given a map listing all the exhibitors. The attendee must get each exhibitor to initial their booth space on the map. Then the attendees turn in their map with their contact information for a drawing for a gift card.
6. We had a special seminar developed to help managers, board members and business partner better understand how to work as a team.

Development & Implementation: 45 Points

In the next 3 sections, describe how the program was organized and executed within the areas of budget and marketing.

Budget Development (5pts)

Review the Income & Expense report for last year. Contract the venues, request an update for any increase of costs. Request quotes from all venders used for the conference. Request quotes for all marketing (publications, printing, mailings and radio service) Review membership to project increase of attendees and possible exhibitors and sponsors. Review surveys for topic and future speaker cost. Contact Keynote speaker, so the cost is known.

What marketing techniques were used? (10pts)

1. Select the venue and date one month after the last conference and post it on your website calendar and the venue's website calendar.
2. Mail a "Save the Date" post card five months before the conference.
3. Contact last year's exhibitors and sponsors five months before the conference to give them the first choice of the booth spaces and sponsorships.
4. Email all BP the new year's marketing brochure with all the events and sponsorship opportunities three months before the end of the year.
5. Publish the Keynote speaker bio and conference date and location four months before the magazine.
6. Publish an article in the Chapter's magazine three months before the conference including conference's date, location, Keynote speaker bio and education topics.
7. Include conference information and a link to the conference flyer in each monthly e-newsletter for four months before the conference date.
8. Mail a hard copy of the conference flyer to all members 2 months before the conference.
9. One month before the conference have the conference information posted on the venue's electronic marquee in front of the venue and on their instate electronic marquee.
10. Radio ads start running three weeks before the conference.
11. Send an email blast to all members reminding them of the conference, including the Keynote speaker bio and educational topic and speakers' bios two weeks before the conference.

Who was your target audience? (10pts)

Our target audience are management companies, managers, volunteer homeowners, business partners, City Officials, Twp. Officials and State Officials and real estate agents.

Describe in detail how your program was implemented. Include deadlines, responsibilities and the implementation process. (20pts)

1. CED provided the Board of Directors a selection of the venues and dates for the next three years one month after the last conference. Once the Board approves of the venue and date of the conference post it on your website calendar and the venue's website calendar.
2. CED sent a copy of the conference approved and signed contract with the deposit to the BOCO Enterprises, Inc.
3. CED sent a survey to the attendees and business partner through Survey Monkey with in two weeks after the last conference.
4. CED provided the Board of Directors and the conference committee the survey's results with in one month after the survey. Review the results with them.
5. CED contacted the caterers, AV company, equipment rental company, printer, radio station to request quotes eight months before the conference.
6. CED scheduled a meeting in August with the conference committee to review the quotes and draft the budget. Discuss their recommendation for the next year's theme, budget food and attendees, exhibitors & sponsorship fees.
7. CED scheduled a meeting with the Board of Directors in September to review the conference committee's recommendation, quotes and draft budget. Once the Board of Director approves the quotes, contacts and the Keynote speaker email copies of the signed proposes and contracts to the venders and Keynote speaker. Present next years marketing brochure for the Board's review and approval.
8. CED drafted the conference exhibitor and sponsorship flyer after the Board meeting.
9. CED contacted the conference committee after the Board meeting with the Board approves.
10. CED sent a "Call for Presenters and Education Topics" email for the conference to all members in September.
11. CED contacted LAC committee and member attorneys to request any hot topic or bills in September.
12. CED create and mail the "Save the Date" postcard to Optional five months before the conference, so a copy of the postcard could be mailed to all members.
13. CED contacted last year's exhibitors and sponsors in September to give them the first choice of the booth spaces and sponsorships.
14. CED emailed the responses from the "Call for Presenters and Education Topics" and any hot tops received from the member attorneys and LAC committee to the conference committee and request their recommendation for the conference seminar topic and speakers the beginning of October.
15. CED emailed all BP the new year's marketing brochure with all the events and sponsorship opportunities in October.
16. CED emailed the Board of Directors the conference committee's recommendation for conference topics and speakers to the Board for their review and approval mid October.
17. After the Board of Directors approved the conference education topic and speakers, the CED emailed the conference committee with the Board's approval. Send a copy of the speaker's agreement, so they can send it to all the speakers with the deadline for copies of their presentation and bios.
18. The magazine committee published the Keynote speaker bio and conference date and location four months before the magazine.
19. In November the Tom Engblom & CED contacted the radio station (Cumulus WJRAM) to review the radio ads. Also request a copy of the draft ad for the Board to review and approve.
20. The magazine committee published an article in the Chapter's magazine three months before the conference including conference's date, location, Keynote speaker bio and education topics.
21. CED included conference information and a link to the conference flyer in each monthly e-newsletter for four months before the conference date.
22. In January the CED emailed ad and slideshow specs to exhibitors and sponsors with the deadline when their artwork is due.
23. CED mailed a copy of the conference flyer to Optional so they could mail a copy to all members 2 months

before the conference.

24. CED contacted BOCO Enterprises, Inc. to review the BEO order, conference schedule and food in January
25. CED mailed 2nd deposit to BOCO Enterprises, Inc. before January 31, 2019.
26. CEC contacted AV Squared to review the audio-visual requirements in January.
27. CED contacted ArtCraft in January to review the equipment requirements.
28. CED contacted AlphaGraphics for printing deadlines for conference material.
29. CED emailed CAMICB conference CE course application with supporting material for approval.
30. In January the CED followed up with the conference committee for any missing speaker agreement and bios.
31. In January the CED started working on the conference slideshow, directory, speaker certificate, and exhibitor certificates.
32. From October 2018 thru March 8th the CED followed up with exhibitors and sponsors, send invoices and record payments for all exhibitors, sponsors and attendees.
33. One month before the conference the CED had the conference information posted on the venue's electronic marquee in front of the venue and on their instate electronic marquee.
34. Radio ads start running three weeks before the conference.
35. CED sent an email blast to all members reminding them of the conference, including the Keynote speaker bio and educational topic and speakers' bios two weeks before the conference.
36. First part of February the CED followed up with conference committee on the volunteer sign up.
37. The CED finished the conference ads, directory, signs and certificates before February 22nd.
38. CED sent copies of directory, signage and certificate to AlphaGraphics on February 22nd.
39. CED sent first batch of exhibitor's and attendee's names to AlphaGraphics for name badges on February 25th.
40. On March 1st the CED sent the 2nd batch of exhibitor's and attendee's names to AlphaGraphics for name badges.
41. The CED sent final count to BOCO Enterprises, Inc on March 4th.
42. On March 5th the CED went to Suburban Showplace for BOCO Enterprises, Inc. pre com meeting and pay the event balance.
43. The CED shopped for supplies and items for the conference on March 5th.
44. The Ced arrived at Suburban Showplace at 12:00 pm on March 7th to work on staging event and receiving conference order from AlphaGraphics.
45. The CED organized the name badges, certificates, signage and registration and work with volunteers in the afternoon and evening of March 7th.
46. March 8th at 5 am the CED arrive at Suburban Showplace to over see conference.
47. March 8th at 5 pm we let to go home and recover.

Results and Evaluation 25 Points

Using specific examples, describe the methods used to determine the program's success as it relates to your goal(s) (15pts)

1. The CED and Board of Directors spoke with the exhibitors during the conference to get they feed back if they felt if their expectation where met or exceeded.
2. The CED sent a survey through Survey Monkey to the exhibitors and sponsorship to receive the feed back on the event.
3. The CED sent a survey through Survey Monkey to the attendees to get through feed back concerning the conference schedule, educational seminars, food, networking and exhibitors.
4. Evaluation forms were provided throughout the conference for feedback.
5. The CED hosted two meeting with the BP and management companies for the feedback on the value they receive from the membership and events.

How can the program be improved to use for the future? (5pts)

1. We are looking into record some of the educational seminar during the conference to be posted as webinars.
2. We will create a lounge for more relaxed networking.
3. We will develop more seminars for building teams for the business partners, managers and board members.
4. We can provide more motivated keynote speakers.

How did this bring overall value to the chapter? (5pts)

1. The attendance increased by 10%.
2. The attendees were very interested in the educational topics.
3. The attendees happy with the additional exhibitors and networking.
4. We had to expand the exhibitor area due to the additional exhibitors. The income was loss due to the annual super sponsor discount we started this year.
5. The exhibitors stated they impressed with the additional attendees and networking.
6. Our conference has grown each year over the last 5 years.
7. We had more attendees travel over 5 hours to attend the conference. They stated it was due to the educational topics.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Would you like to upload additional documents?

Yes

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