

Application: 8801

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Page: Entry Information
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Chapter CAI Kentucky
Chapter Size Small (50-260)
Category Out of the Box
Program Name Business Showcase
<p>Each question is worth 20 points and will be scored using the following rubric:</p> <p>(1-5) Poor Didn't effectively answer the question</p> <p>(6-1) Fair Answered the question</p> <p>(11-15) Good Answered the question with more detail</p> <p>(16-20) Excellent Went above and beyond with proven results and visible data</p>
<p>Describe the program and why it fits the category. (20pts)</p> <p>For many years, we have conducted a very nice, but very traditional tradeshow, that also has been yielding less and less attendance each year, both by attendees and exhibitors. While we have put great effort into the event, with a theme and enjoyable food and drink, for some reason it was no longer hitting the mark. As we evaluated our efforts during our strategic planning process, we determined that perhaps it needed new energy and even a new format. Moreover, we were very aware that the pandemic had caused fatigue amongst our overworked CAMs (a large part of the audience we wanted to attract), smaller budgets perhaps, and even less time to get out of the office and attend an all-day affair.</p> <p>Given those conditions, we decided to rebrand and redesign the entire event. We turned the event into a late afternoon/early evening event. We had a happy hour bar and heavy hors d'oeuvres, we added an entertainment component, we added an engaging activity and we included a speaker panel of two well-liked but relatively new members to our mix.</p>
<p>How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)</p> <p>What resulted was our Business Showcase, called Bringing the Magic Back into Managing Your Associations. We were purposeful not to call it a "trade fair" so it could separate itself from its tired perception. We even had the "booths" set up in a very different way – pods in the four corners of the room, with about 5 booths each. At the back of each pod was a food table and each pod had a different type of food, prompting attendees to travel from pod to pod and booth to booth and thus keeping booth visitors moving throughout the event.</p> <p>Like the traditional trade fair, this event did provide an opportunity for CAMs and HOAs to meet business partners and for BPs to showcase their offerings to the CAMs and the HOAs. From that perspective, the goal was the same. But it offered it in a different and very intentional way.</p>
<p>What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20pts)</p> <p>By adding the Bringing the Magic Back into Managing Your Associations presentation, as well as commissioning a local magician who performed tricks that were thematically connected to our presentation, we were also able to bring the fun and magic back to what we do as a trade association for our members. The speakers, with their grassroots and familial style to the presentation offered a very tangible and engaging vibe, somewhat different than our more formal quarterly luncheons, which allowed our members to perhaps see us in a different light. We also attracted new exhibitors and sponsors for the event than we had in previous years, which was exciting.</p>
<p>Please provide quantifiable data supporting the rationale for success. (20pts)</p> <p>We were extremely pleased with the feedback we got from our attendees regarding the event, both formally through our post-event survey and informally the night of the program.</p> <p>From an attendance perspective, we had 33% higher attendance than the last time we had done the "old" event, which was the tradeshow in 2019 (pre-pandemic).</p> <p>We also yielded about \$1,800 net income, which is a nice profit for us.</p>
<p>Based on the results, will the program be a regular part of the chapter's programs in the future and why? (20pts)</p> <p>Yes, we believe this will be part of our regular line-up again for 2023. Our board will determine the specifics at its February meeting, but early indications suggest that everyone was very pleased with this format and would like to try it again.</p>

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

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