

Application: 255

Comes, Kayte

Page: Entry Information

Submitted By

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Chapter

Southern Arizona Chapter of CAI

Chapter Size

Small (0-250)

Category

Chapter Management and Development

Goals and Objectives: 30 Points

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

Annual Tradeshow and Legal Forum:

The main goal of the annual tradeshow is to unify the chapter members in an organized and fun fashion, as well as provide each member an opportunity to network with businesses that could provide useful skills, tools and information for their community association. The tradeshow also serves as the chapter's largest event fundraiser for the year. The goal was to achieve \$20,000 in total revenue. The event ended up raising \$20571 and netted \$9468. Which was \$2468 over budget net.

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

Based on the numbers above, I know that doesn't seem like much money but for a small chapter of 240 members this revenue was a lot. The total budget for the chapter in 2019 was \$81,912. This event made up 24.5% of the chapter's total revenue. As the new executive director I knew we would have a challenge starting my job only four months before putting on a successful tradeshow in September. The prior year the tradeshow only made a net revenue of \$5449, with a total revenue of \$14505. Not to mention the charging \$25 to all attendees to participate.

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)

The budget was developed based on the previous year. The tradeshow had 28 six foot table top displays. We wanted the tradeshow to seem more like a real tradeshow event and budgeted to have 10x10 pipe and drape tradeshow booths at the convention center and a presenting sponsor. This meant the budget had to find a way to absorb the increased cost of the pipe and drape and to not have the attendees pay a \$25 registration fee.

What marketing techniques were used? (10pts)

The chapter had a Facebook page but was not actively posting information about chapter events. We used their page to promote the event and use the new chapter website and email blast program to reach current and expired members of the chapter. Also the executive director and some volunteers went door to door to management companies letting them know about the event.

We promoted the event, reminding all boards and managers that the event was free for them to attend. The tradeshow for the past 6 years had charged a \$25 fee for members and \$35 for nonmembers. This is way too expensive for 28 table top displays. We also marketed that the legal update panel would be speaking during the luncheon portion.

So, to sum up the marketing, all attendees were able to go onto the tradeshow floor, have a great meal and hear from top attorneys in their chapter about legislation and other issue that the audience might have.

Who was your target audience? (10pts)

The target audience was all homeowners/board members and community managers as attendees.

We used the chapter roster to solicit all of the potential exhibitors. We also approached all the nonmember exhibitors for the previous year to join the chapter and participate in the tradeshow.

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

The responsibility for the tradeshow's success rested with the staff. This chapter adopted policy governance when the new executive director started. Which meant all events and activities fall under operation and is sole responsibility of the executive director.

The email blast went out two months before the event, to give everyone time to absorb the information and to register.

The office staff contacted all the exhibitors from the previous year and reached out to all business partners of the chapter and solicited them for a booth. Next, personal emails were sent to each management company in the chapter letting them know about the event and to sign their staff up to attend and pass the information on to their boards. But what was most important part to drive attendance was to let everyone know the event was free to attendee. We also followed up with a "To Do " list on how to be prepared for the tradeshow. The staff stopped by the offices and dropped off the flyers.

See the attached flyer

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)

The biggest determining factor was the attendance. The previous year the chapter had 50 attendee registrations and this year they had 135 registrations. There were 32 exhibitor which surpassed the year before. Now if you do the math, 240 members for the chapter and there were at least 175 if not more people during the tradeshow. That meant over 73% of the chapter was in attendance. I would say that this event accomplished its goal and was a huge success.

Transforming the table top displays to 10x10 pipe and drape booths, no charge for attendees, and exceeded the net budget is the best proof of a successful event.

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

The biggest growth would be the number of exhibitors. The event had 32 booths and the membership roster has 45 business partners, so the ultimate goal would be to the 45 exhibitors.

The amount of attendees could increase. The 2020 goal is to have 200 attendees from the 150 that the chapter saw in 2019. 135 registered and 15 walk ins.

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

The Southern Arizona chapter has had a lot of staff turnover, so their success at events has not been consistent. I think by having the executive director from the Central Arizona chapter managing both chapters creates consistency and with the multi chapter members, helps establish a stronger relationship. The Central AZ executive director has been at her job for over 11 years.

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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