



# EVOLVE PROGRAMS 2025

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# LEARNING OBJECTIVES

By the end of this session, attendees will learn to...

- Create diverse and unique programs
- Financially optimize program pricing & planning
- Enhance guest experience at programs
- Effectively market chapter programming

# TOPIC: FINANCIAL OPTIMIZATION



## REVENUE GENERATION vs COST CONTROL



# TICKET PRICING - VALUE

- Location
- Time of Day
- Food & Beverage
- Speaker & Topic Popularity
- Attendance size

# TICKET PRICING

- Limit ticket types
- Profit margins – Member vs New Member
- Dynamic Pricing
- Early Bird & Late Fees
- Threshold Tolerance



**Revenue generation  
goes beyond ticket  
pricing!**

# FINANCIAL OPTIMIZATION – COST CONTROLS

- Food & Beverage Pricing
- Comp Tickets
- In Kind Sponsorships
- Successful Sponsor Program

# Vendor Sponsor Program – In-Kind

- Board-wide Sponsor Program plan
- Creating value
- Sponsor Recognition – pre/during/post plan
- Source new businesses
- Person of influence



# But what about...revenue **BESIDES** ticket pricing?



# Revenue BEYOND tickets

- Raffles
- Foundation of NACE contribution
- Upgraded Seating
- Speaker Meet & Greet
- Behind the Scenes Tour
- Event Sponsors i.e. Tonight's Meeting is Sponsored by...
- Banks, insurance companies, food suppliers, social media companies

# IDEA GENERATOR!

## TOPICS OF DISCUSSION

- Creating value for sponsors
- Revenue generating ideas for monthly meetings



## IDEA SHARING

- Discuss and generate 3 – 5 financial optimization ideas SUCH AS added revenue ideas/creating value for sponsors/securing sponsors

# SHARING TIME!



# TOPIC: ENGAGING PROGRAMING



DIVERSE & EFFECTIVE



# Where do I start? Annual Planning!

## NACE- 2025 Programs At-A-Glance

P = Prospect (no contract sent) T = Tentative (contract out) D = Definite (contract received)

<p><b>January</b> Venue: Caterer: Speaker(s): Program: CPCE:</p>	<p><b>July</b> Venue: Caterer: Speaker(s): Program: CPCE:</p>
<p><b>February</b> Venue: Caterer: Speaker(s): Program: CPCE:</p>	<p><b>August</b> Venue: Caterer: Speaker(s): Program: CPCE:</p>
<p><b>March</b> Venue: Caterer: Speaker(s): Program: CPCE:</p>	<p><b>September</b> Venue: Caterer: Speaker(s): Program: CPCE:</p>
<p><b>April</b> Venue: Caterer: Speaker(s): Program: CPCE:</p>	<p><b>October</b> Venue: Caterer: Speaker(s): Program: CPCE:</p>
<p><b>May</b> Venue: Caterer: Speaker(s): Program: CPCE:</p>	<p><b>November</b> Venue: Caterer: Speaker(s): Program: CPCE:</p>
<p><b>June</b> Venue: Caterer: Speaker(s): Program: CPCE:</p>	<p><b>December</b> Venue: Caterer: Speaker(s): Program: CPCE:</p>

# CPCE COMPETENCIES

- Accounting
- Beverage Management
- Catering Services & Operations
- Contracts & Risk Management
- Event Design & Execution
- Human Resources & Administration
- Sales & Marketing

# DIVERSE PROGRAMMING

## Non-Education Programs

- Warehouse tours
- Behind the scenes experiences
- Commissary tours
- Progressive dinners

## Beyond the Mic Education

- Knife Skills
- Hands on food prep
- Floral design
- Competitions



# THINK LOCAL!

## POTENTIAL LOCAL SPEAKERS

- Mixologists
- Food companies aka Sysco
- Wine Suppliers
- Beverage Commission
- Chefs
- CVB

# IDEA GENERATOR!

## TOPICS OF DISCUSSION

- Non-education program ideas
- Local presenter topics
- Unique education meetings

## IDEA SHARING

- Discuss and generate 3 – 5 out of the box programs, unique education events, or local speaker ideas



# SHARING TIME!



# TOPIC: GUEST EXPERIENCE



## THE LIFECYCLE OF A CHAPTER PROGRAM



# PRE-EVENT

**1<sup>st</sup> Guest Experience of a chapter program is....**

# MARKETING!



# PRE-EVENT MARKETING

- Timing of Information
- Location of Information
- Accuracy of Information

# PRE-EVENT MARKETING

## Timing of Information

### Chapter Program Marketing Timeline

- Website
- Email
- Social Media



# PRE-EVENT MARKETING

## Location of Information

- Website
- Facebook – Event invites?
- Eventbrite
- Instagram pins

# PRE-EVENT MARKETING

## Accuracy of Information

- Editorial Committee
- Communications Calendar

# PRE-EVENT GUEST EXPERIENCE

- Registration
- Know Before You Go email



# DURING CHAPTER PROGRAM

- Registration
- 1<sup>st</sup> Time Guests
- Member Anniversaries
- New Members



# DURING CHAPTER PROGRAM

## Experience

- Registration
- 1<sup>st</sup> Time Guests
- Member Anniversaries
- New Members

## Consistency

- Monthly Power Point
- Event flow
- F&B meets expectations

# IDEA GENERATOR!

## TOPICS OF DISCUSSION

Discuss the life cycle of your chapter meetings including marketing strategies

## IDEA SHARING

- Discuss and generate 3 – 5 marketing ideas/best practices and/or ideas for improving the guest experience



# SHARING TIME!

