

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

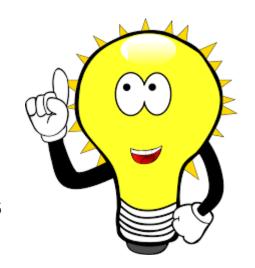
- Raffles
- Foundation of NACE contribution
- Upgraded Seating
- Speaker Meet & Greet
- Behind the Scenes Tour
- Event Sponors i.e. Tonight's Meeting is Sponsored by...
- Banks, insurance companies, food suppliers, social media companies



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

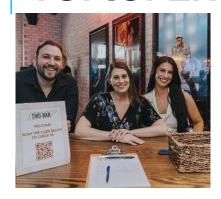


SHARING TIME!





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 = Prospect (no contract sent) I = Ientative (contract out) D = Definite (contract received)		
January	,	July
Venue: C	Caterer:	Venue: Caterer:
Speaker	(s):	Speaker(s):
Program	:	Program:
CPCE:		CPCE:
February		August
Venue: C	Caterer:	Venue: Caterer:
Speaker	(s):	Speaker(s):
Program	:	Program:
CPCE:		CPCE:
March		September
Venue: C	Caterer:	Venue: Caterer:
Speaker	(s):	Speaker(s):
Program	:	Program:
CPCE:		CPCE:
April		October
Venue: C	Caterer:	Venue: Caterer:
Speaker	(s):	Speaker(s):
Program	:	Program:
CPCE:		CPCE:
May		November
Venue: C	Caterer:	Venue: Caterer:
Speaker	(s):	Speaker(s):
Program	:	Program:
CPCE:		CPCE:
June		December
Venue: Caterer:		Venue: Caterer:
Speaker(s):		Speaker(s):
Program	:	Program:
CPCE:		CPCE:



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

1st Guest Experience of a chapter program is....



MARKETING!





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



Timing of Information

Chapter Program Marketing Timeline

- Website
- Email
- Social Media



Location of Information

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



Accuracy of Information

- Editorial Committee
- Communications Calendar



PRE-EVENT GUEST EXPERIENCE

- Registration
- Know Before You Go email





DURING CHAPTER PROGRAM

- Registration
- 1st Time Guests
- Member Anniversaries
- New Members





DURING CHAPTER PROGRAM

Experience

- Registration
- 1st 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!



