



# 2023 NACE EVOLVE CONFERENCE



# Chapter Programming Success



Sarah James, CPCE



Freelance Copywriter



The Sarah James Agency



National CLC Chair

# Chapter Programming Success



Stephanie Olivares, CPCE



The Red Berry Estate



Sales Manager



CLC Mentor, Immediate Past  
President - Alamo Chapter

# AGENDA

- Program Pricing & Creating Value
- Creating Diverse Programs
- Program Idea Generator Workshop
- Marketing Your Programs
- Creative Copy Workshop



# LEARNING OBJECTIVES

1

2

3

DURING THIS SESSION, ATTENDEES WILL LEARN TO:

Create dynamic and diverse  
chapter programs

Design an effective pricing  
structure for your chapter  
programs

Sell and market your chapter  
programs to gain interest and  
attendance

# Pricing Your Programs

- Member vs Non Member Pricing
- Creating Value: Sponsor Opportunities & Recognition
  - Micro Sponsorship Opportunities
- Value of a Meeting
  - Let Your Guests Know The TRUE VALUE
- VIP Experiences
- Fundraising Opportunities

# Contracts?

**REMEMBER: Contracts are Essential!**

- **Contract Templates**
- **Evaluations**
- **Surveys**

# Creating Diverse Programs

- **Determine how many programs you need (6 education required)**
- **Consider what education & activities are members need/want**
- **Frequency instills loyalty, consistency & increases revenue**
- **Consider luncheons, mixers, breakfast meetings, etc**
- **Vary your program intensity**



# Program Intensity Scale

**MIXERS**

**NETWORKING**

**SERVICE  
WORK**

LOW INTENSITY

**SPEAKER  
FORMAT**

**COMPETITIONS**

MEDIUM INTENSITY

**PANELS**

**FUNDRAISERS**

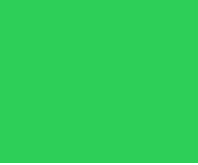
**GALA**

HIGH INTENSITY

# Creating Diverse Education

## **Using the CPCE Core Competencies**

- Accounting
- Beverage Management
- Catering Services
- Contracts & Agreements
- Food Production
- Event Management
- Human Resources
- Sales and Marketing



CPCE

CORE COMPETENCIES

# Program Planning

## Creating a 12 Month Plan

- **12 Month At A Glance**
- **Diversify meeting type (education/networking/fundraising)**
- **Consider the flow of the year**
- **Factor in regional impacts (slow season, big events, weather)**

**\*Pull at your At A Glance page in the workbook**

**July 2023**

Venue: Great New Venue - D

Caterer: Awesome Catering Co.

Speaker(s): Wedding planner/Hotel DOC/Venue owner

Program: Wedding Panel

CPCE: Sales & Marketing

**AT A GLANCE**



# PROGRAM IDEA GENERATION



# Foundation of NACE Speaker Series Resources

- [Maximizing Chapter Speaking Engagements](#)
- [Sample Speaker Agreement](#)

## **Speaker Content Areas**

- Business and Operations
- Catering and Banquets
- Beverages
- Event Design and Production
- Personal and Career Development
- Sales and Marketing
- Technology

# Foundation Signature Speaker Series

- Business owners/Department Head
- Chefs/Mixologists & Sommeliers
- Food purveyors: meat vendors, seafood, etc
- Florists/Linen/Rentals
- CVB

# Local Speaker Roster



# PROGRAM IDEAS

**\*Head to the PROGRAM IDEA PAGE  
in your Workbook**

# YOUR TURN!

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Break up into small groups to brainstorm  
program ideas –  
share your top 3 ideas!





# MARKETING YOUR CHAPTER PROGRAM



# Timely Marketing

- Meeting Invite Timeline
- Social Media
  - Event Pages via Facebook
  - Live Feeds during Walk Thrus & Set Up of Event
  - Sponsor Promos & Sponsor Takeovers

# Creating Your Copy

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- Learning objectives
- Venue description
- Sponsor description
- Menu
- Action Words



# TEMPLATE

TITLE: EXCITING PROGRAM NAME (NOT “January Meeting)

INTRO w/LEARNING DESCRIPTIONS: Action word intro, learning  
description 1/2/3

MENU

VENUE

SPEAKER BIO



# Sample Before

*Join the NACE Alamo Chapter for an Afternoon Delight on Tuesday, February 14th as we fall in love with wine for an exclusive blind tasting event hosted by RE:ROOTED 210 Urban Winery! Jennifer Beckman and her team will putting our senses to the test in a competitive blind wine tasting session, while enjoying individual charcuterie boxes, a sparkling wine reception, and wine pull.*

# Sample After

Get ready for an afternoon delight with the NACE Alamo Chapter! Join us for a special afternoon

meeting featuring a sparkling wine tasting and blind wine tasting competition on Valentine's Day -

Tuesday, February 14 th - as we fall in love with wine all over again at RE:ROOTED 210 Urban Winery!

Our featured presenter Jennifer Beckman and her team will be putting our senses to the test in a

competitive blind wine tasting session. Individual charcuterie boxes, a sparkling wine reception, and wine pull will be provided to all attending this meeting.

ADD: VENUE DESCRIPTION & SPEAKER BIO



# YOUR TURN!

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Break up into small groups to craft your program copy – be ready to share!



# GET IN TOUCH

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Sarah James, CPCE

[sarah@thesarahjamesagency.com](mailto:sarah@thesarahjamesagency.com)

210-489-9243

[thesarahjamesagency.com](http://thesarahjamesagency.com)



# GET IN TOUCH

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Stephanie Olivares, CPCE

[stephmolivares@icloud.com](mailto:stephmolivares@icloud.com)

830.486.9622



*THANK  
YOU*