PROGRAMS WORKSHOP

NACE Evolve 2024

WHAT IS A CHAPTER WITHOUT PROGRAMS?
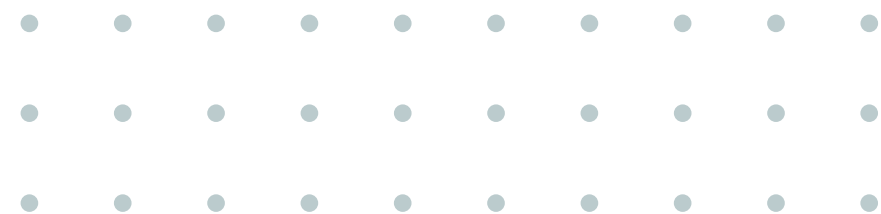
01.

KNOWLEDGE GAPS

What is something that you notice not a lot of people know, or drives you crazy because it is always done incorrectly?
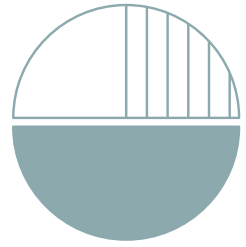
02.

LACK OF

Finish this sentence- There is a lack of (blank) in this industry.

03.

A PROBLEM

What problems do we have in our industry?

04.

THE FUTURE

What is ok now, but is going to be an issue in the future?
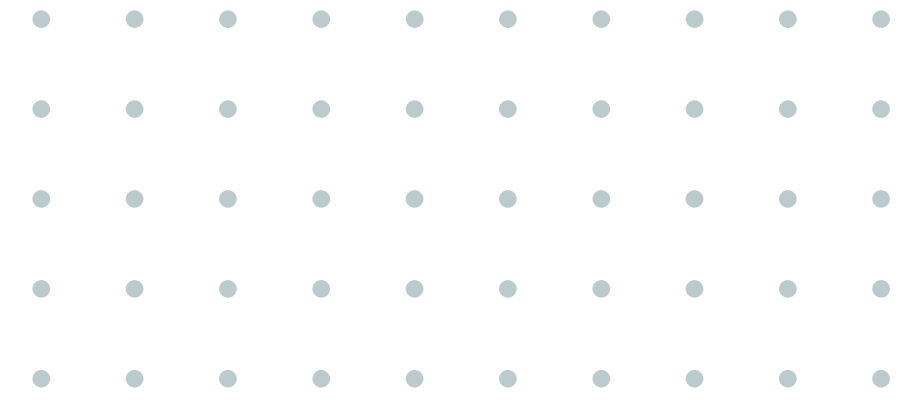
WHAT IS THE NEED?

Business

Development

Catering

Events

4 CATEGORIES

BUSINESS

Meeting Topics

CPCE

Accounting

Human Resources

Contracts and Agreements

Sales and Marketing

Topic Examples

Team Management

Scaling/Growth Management

Business Logistics (IE: insurance)

Marketing Trends

Accounting Dos and Don'ts

DEVELOPMENT

Meeting Topics

Personal

Stress Management

Work–Life Balance

Mental Health

Professional

Leadership Skills (HR)

Networking

Team Building (HR)

CATERING

Meeting Topics

CPCE

Beverage Management

Catering Services

Catering Operations

Topic Examples

Trends

Wine Tastings

Mocktail Education

Cooking Demonstrations

Food Safety/Dietary Preferences

EVENTS

Meeting Topics

CPCE

Event Management

Types of Events

Other

Event Logistics

Trends (Floral/design)

Client Experience

Rentals

AV/Technology

SURVEYS

THE POWER OF A SURVEY AND WHY WE SHOULD USE THEM AFTER EVERY MEETING

CATEGORIZE THE NEEDS

Blue = Business
Pink = Development
Orange = Catering
Yellow = Events

1

Get into groups of 3 or 4. You
CAN NOT have someone
from your chapter with you

2

Discuss as a group what top
2 categories everyone
prefers

Pick a need and "dump"
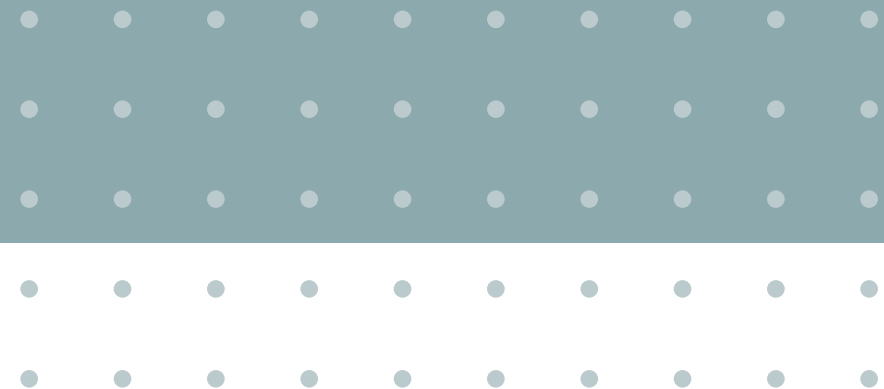ideas on the paper. There are
NO dumb ideas!

Cull the list for the best
ideas. Try to narrow it down
to 2.

3

4

LET'S BUILD A PROGRAM

01.

CONCEPT AND IDEAS

02.

THE PROGRAM

03.

SOLVE THE PROBLEMS

HEAD TO:

Nace.net/Evolvecontent

FILL OUT THE GOOGLE FORM