

THE POWER OF PROGRAMS

FOSTERING COMMUNITY, CONTINUITY AND EXCELLENCE
IN ASSOCIATIONS



**“GATHERINGS CRACKLE +
FLOURISH WHEN REAL
THOUGHT GOES INTO
THEM...”**

PRIYA PARKER

PROGRAMMING IMPACTS
EVERY FACET OF A CHAPTER

THEME
LOCATION
SPONSORS
EDUCATION
PHILANTHROPY
PROMOTION

BUILDING
VALUE INTO
YOUR
MEMBERSHIP



50%

year-over-year
engagement rates
increased due to new
or updated
programming

**WHAT HAS TO
HAPPEN FOR A
PROGRAM TO BE
SUCCESSFUL?**





Attendance Rates + Return Rates
First Time Attendance + Conversion
Engagement: Participation + Interaction
Financial Metrics
Speaker + Session Surveys

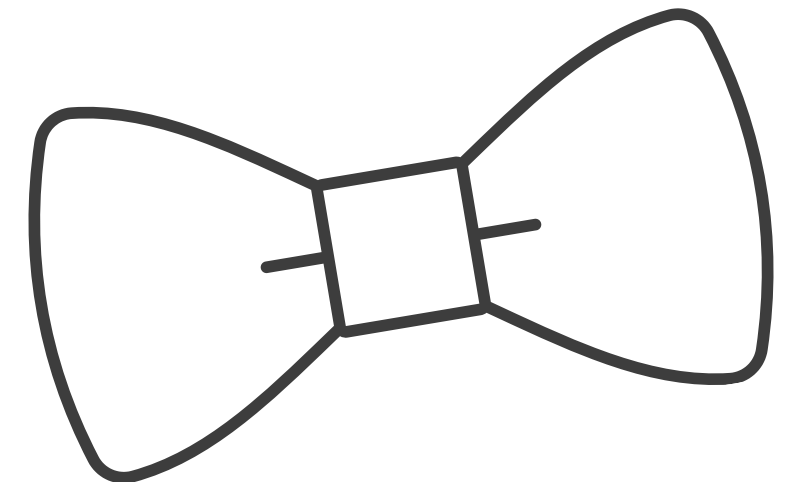
SUCCESS TAKES ON
MANY FORMS



SUCCESS CAN BE MEASURED IN FOMO



GREAT PROGRAMMING
DOESN'T HAVE TO BE FANCY



**WHY PEOPLE DON'T
COME TO YOUR
EVENTS**

- ▶ **LACK OF INTEREST**
- ▶ **THEY DON'T KNOW ANYONE**
- ▶ **TIME + FINANCIAL CONSTRAINTS**
- ▶ **LACK OF AWARENESS**
- ▶ **PROGRAMMING MONOTONY**
- ▶ **EXTERNAL FACTORS**



**VARIETY IS THE
SPICE OF.. NACE**



**THE CURE FOR BOREDOM
IS CURIOSITY.**

DOROTHY PARKER

**IT'S TIME TO AUDIT
YOUR PROGRAMMING
EFFORTS + FIND THE
GAPS**



THE POWER OF PARTNERSHIPS



THE POWER OF SPEAKERS

Supporting Our Community



THE POWER OF
PHILANTHROPY



National Association for Catering and Events - Boston

December 15 at 4:22 PM · 🌐



It's all in the details! Thank you @binitapatelphoto for capturing the essence of our 2023 Versace Money Ball with these gorgeous shots. Unforgettable memories were made Wednesday night thanks to all of our generous sponsors, whose craftsmanship and attention to detail truly brought the vision to life!



THE POWER OF GREAT PHOTOGRAPHY



INVITATIONS & PRINT

An Affair To Remember By Marci
Pompano Beach, Florida

PROFILE

MESSAGE



NACE SOUTH FLORIDA

LUNCHEON IN FORT LAUDERDALE, FLORIDA

3 photos

Spring Garden Luncheon and Speaker for NACE South Florida.



Event professional team



Photographer

Jeff Kolodny Photography

Venue

Sonesta Fort Lauderdale

Invitations & Print

An Affair To Remember By Marci

Florist

Valentin Creative

Style

Spring, Romantic, Garden, Casual

Setting:



THE POWER OF THE MEDIA

THIS IS THE POWER OF
GATHERING: IT INSPIRES US,
DELIGHTFULLY, TO BE MORE
HOPEFUL, MORE JOYFUL, MORE
THOUGHTFUL:
IN A WORD, MORE ALIVE.

ALICE WATERS