



1. General

Goals

To offer professional development events to IABC/Calgary members that balance solid attendance, quality professional development and networking opportunities, and support the chapter's member recruitment and retention goals.

Objectives

1. Regularly offer a diverse range of event speakers and topics from both within and outside the Calgary community by holding at least eight luncheons, two workshops, six webinars/teleseminars and one networking event between September 2005 and June 2006.
2. Ensure event topics are chosen from at least four of IABC/International's "conference tracks" and are geared toward member preferences.
3. Continue to partner with the CPRS to host the annual CPRS-IABC Holiday party.
4. Regularly solicit feedback and suggestions from members for future events.
5. Regularly review ongoing research from the IABC Research Foundation. Hold at least one event in the 2005/06 season that links to the IABC Research Foundation.
6. Work with IABC/Calgary volunteer event managers to create and maintain accurate budgets for chapter events. All events in the 2005/06 season will break even or bring in a small profit.
7. Hold monthly "Company of One" meetings for consultant members between September 2005 and June 2006.
8. Offer the Accreditation Completion Program to assist aspiring ABCs to obtain their accreditation and promote the benefits of accreditation to members.
9. Communicate IABC International news at least monthly to members.
10. Reward members throughout the year for their loyalty to IABC/Calgary.

2. Regular Programs

Implementation and Budget

- Prior to the start of the IABC/Calgary year, an events brainstorming session is held. The goal of the session is to develop an action plan of event topics and speakers for events and workshops that align with chapter goals and member preferences. This two-hour evening session is open to all members and facilitated by a board member. The event topics are grouped according to IABC/International's "conference tracks" as well as by trends and issues relevant to Calgary communicators. On average, 12 to 15 members attend (see Exhibit A).
- Event speakers tend to be local topic experts; however, the chapter will try to partner with corporations which bring expertise from abroad. Speakers are given an IABC/Calgary portfolio or journal as a gift.
- Event registrations are accepted on-line or via phone. The on-line process, implemented in September 2005, is a major improvement to the process, allowing for better tracking of revenues and reducing lost revenue from no-shows.
- Evaluation of all luncheons and workshops is done through an on-line survey sent to event attendees after the event. The cost of the survey covered by a sponsorship with Mercer Human Resource Consulting. To encourage members to fill out the surveys, a \$400 prize was sponsored by two member consultants. For webinars and teleseminars, a paper survey is distributed to attendees and collected and analyzed after each session. The information from all evaluations is shared with the board and used in future planning. Contact Information for volunteering and non-members is also requested through event surveys.
- Niche programming includes a monthly meeting of consultants and entrepreneurs called "Company of One". Members who fit this description gather each month for 1.5 hours at a coffee house (pay for your own coffee and muffin) and discuss a topic relevant to a small communications business, eg. branding, copyright laws, setting up your office, etc. When possible, a subject matter expert is invited to attend and lead the discussion. Two volunteers facilitate the group each month. Attendance is usually about 10 to 15 people.
- In 2006, the chapter conducted a member survey and questions were included that related to changes to events, eg. fees, locations, frequency. This information helped the event co-directors plan for the 2006/07 year.
- Budgeting for events is completed prior to the start of the board year. Expense estimates are based on a pre-determined number of events/workshops/webinars, etc. Increased costs for catering, room rentals and A/V are factored in. Revenue projections are based on previous attendance figures.

Budget

Brainstorming session Budget = \$0 Actual = \$100 (unanticipated catering costs)
 Luncheons/workshops/webinars Budget = \$25,776 (exp.); \$24,750 (rev.) Actual = \$24,236 (exp.); \$30,353 (rev.)
 Speaker gifts Budget = \$500 Actual = \$0 (sponsored)
 Event evaluation prize Budget = \$400 Actual = \$0 (sponsored)
 No other budget dollars are allocated for the above initiatives and no expenses incurred.

3. Special Programs

Implementation and Budget

- Two half day or full day workshops each year are planned to provide in-depth professional development. Topics range from writing workshops to face-to-face communications (based on Roger D'Aprix's model).
- Webinars and/or teleseminars are offered once each month from September to June. These events allow members to affordably hear from international speakers. In 2005/06 the chapter entered into a partnership with the City of Calgary to secure a permanent room, laptop and projector at no cost for each session. In return, 20 of the City's communicators attend free of charge. If all 20 attend, there is still room for over 30 paying members or non-members. This arrangement also provides a consistent location for the webinars and teleseminars allowing the chapter to reduce A/V and venue costs.
- A program to assist members pursuing their accreditation is held each year and facilitated by a chapter ABC. The Accreditation Completion Program costs members \$250 which covers four working sessions (including a meal), a personal ABC mentor, and courier costs for sending materials to IABC International. The minimum enrolment is eight members. Promotion of the program is through the web site, monthly newsletter, weekly e-mail bulletin to members and notices at events. Promotion of ABCs is through the same channels as well as a news release to the media.
- Communication of international programs, events, etc. is through the chapter web site, newsletter (column called "IABC International Update"), weekly e-mail bulletin to members, and via the president's e-mails and phone calls to new and renewing members.
- The chapter has no formal awards program similar to Silver Leaf or Gold Quill. Implementation of a program was evaluated, however, IABC/Calgary decided to promote existing regional and international award programs, allowing the board to focus volunteer resources in other areas, including volunteer judging. A news release is sent to local media promoting local Gold Quill winners (see Exhibit B).
- Member recognition is ongoing and varied – the annual long-standing volunteer award; the annual volunteer appreciation event; news releases to the media about ABCs and chapter awards; free lunch and learns; IABC Knowledge Centre items as event door prizes; inclusion in the newsletter column "Movers and Shakers".

Budget

Accreditation Completion Program Budget = \$2,213 (exp.); \$3,000 (rev.) Actual = \$1,430 (e); \$2,600 (r)
 Volunteer Recognition (expense) Budget = \$3,050 Actual = \$2,087 (lower catering costs)
 No other budget dollars are allocated for the above initiatives and no expenses incurred.

Results

1. Regularly offer a diverse range of event speakers and topics from both within and outside the Calgary community by holding at least eight luncheons, two workshops, six webinars/teleseminars and one networking event between September 2005 and June 2006.
 - Held 17 events in 2005/06: Luncheons = 5; Workshops = 2 (one half day, one full day); Evening/networking events = 3; teleseminars = 4; Webinars = 3.
 - Held three networking events: December 2005; January 2006 and May 2006.
 - According to the 2006 member survey, members' feedback on events was:

Type of event	Awareness	Importance*	Satisfaction*	*Rated on a scale of 1 – 5 with 5.0 as very important or very satisfied
Events	99%	3.9	4.2	
Workshops	89%	3.7	4.1	
Webinars/teleseminars	98%	3.7	3.8	
Networking events	81%	3.7	3.3	

2. Ensure event topics are chosen from at least four of IABC/International's "conference tracks" and are geared toward member preferences.
 - Presented event luncheon topics based on six IABC/International conference tracks: Strategy & Counsel: Making the connection: Linking Clients & Communications; Future trends: Communicators & the web; Skills Development: half day editing workshop; Business Management: Change management & communications;

Pandemic: Communications, A Public Health Crisis; Marketing & Brand: Branding the Culture at EnCana; Employee Communications: full-day face-to-face communications workshop.

3. Continue to partner with CPRS to host the annual CPRS-IABC Holiday party.
 - Held the joint networking Holiday party in December 2005 with over 100 communicators in attendance. Expenses were split between the organizations and revenues split based on number of attendees from each organization. Though deemed a success by those in attendance, the event experienced a loss of \$117 due to increased catering costs.
4. Regularly solicit feedback and suggestions from members for future events.
 - Evaluations were completed for all 17 events. The 2006 IABC/Calgary member survey included questions on changes to the events such as fee increases, location, timing and frequency. Members responded they were willing to incur a fee increase in order to continue holding events in downtown Calgary; were open to occasionally moving events from the downtown core; were split on their desire for luncheons versus evening events; and were favourable to holding bi-monthly webinars/teleseminars if volunteers could not be recruited to manage the program. This information was incorporated into 2006/07 planning.
5. Regularly review ongoing research from the IABC Research Foundation. Hold at least one event in the 2005/06 season that links to the IABC Research Foundation.
 - The November 2005 luncheon (change management) presented material from IABC International's publication on change management. A 25% discount was offered to attendees to purchase this book.
6. Work with IABC/Calgary event managers to create and maintain accurate budgets for chapter events. All events in the 2005/06 season will break even or bring in a small profit.
 - Revenues and expenses were tracked by the chapter's bookkeeper and reviewed monthly by the event managers and co-directors. Overall, workshops, teleseminars and webinars generated revenue, but luncheons lost money due to high catering costs and venue fees. 2006/07 budgeting adjusted for this and a fee increase for events was implemented, eg. from \$30 to \$35 for members attending luncheons.
7. Hold monthly "Company of One" meetings between September 2005 and June 2006.
 - Ten meetings were held. According to the 2006 member survey, 71 per cent of members surveyed were aware of Company of One. Members rated this niche programming at 3.4 out of 5.0 as important to their membership and 3.0 for their level of satisfaction (with 5.0 as very important and very satisfied). Improvements for 2006/07 include moving locations between north and south Calgary to accommodate members in each segment of the city.
8. Offer the Accreditation Completion Program to assist aspiring ABCs obtain their accreditation and promote the benefits of accreditation to members.
 - In 2005/06 the Accreditation Completion Program had 12 participants with five receiving their designation; one transferred to another chapter; the rest have not completed their portfolios or written the exam. The program is promoted on the chapter web site; in the newsletter; at events; and in the weekly e-mail bulletin to members. An information session was held in September 2005 to answer questions about the program and accreditation in general. "October is Accreditation Month" was promoted using the same communications vehicles described above.
 - New ABCs were recognized at two luncheons throughout the year; notices on the web site; in the newsletter; in the weekly e-mail bulletin; and a news release sent to media.
 - According to the 2006 member survey, 91 per cent of members surveyed were aware of the program. Members rated it as 3.6 on a scale of 5.0 as important to their membership and 4.0 as their level of satisfaction (with 5.0 as very important and very satisfied). As well, 35 per cent of IABC/Calgary members intend to pursue their accreditation in one to three years.
9. Communicate IABC International news at least monthly to members.
 - Each month, the chapter's e-Network newsletter the column "IABC International Update" provides information about programming, events, and news from IABC headquarters. During the year, notices are posted in all communications vehicles about upcoming programs and deadlines including Gold Quill, Leadership Institute, International Conference, Membership Month, Accreditation Month, new Knowledge Centre products, etc.
10. Reward members throughout the year for their loyalty to IABC/Calgary.
 - Upon membership renewal, the president sent an e-mail to each member thanking them for renewing.
 - Chapter directors are encouraged to "nominate" their volunteers for thank you calls from the president for a contribution they've made to the chapter. Approximately 15 calls were made in the 2005/06 year.
 - In May each year, a volunteer recognition social event is held for all chapter volunteers who contributed during that year and is free for volunteers. A theme is chosen and the event planned around the theme. For 2006, "Dancing with the Stars" was the theme and 48 volunteers attended (including board members) and the evening included a Salsa dancing demonstration and lessons for attendees.