

**IABC Chapter Management Awards 2007
Entry Form**

1. Chapter Name
IABC/Toronto
2. District/Region
IABC/Canada East
3. Chapter Board term
From: July 1, 2005 To: June 30, 2006
4. Division Category (check one):
 - Division 1: Large Chapter (201 or more members)**
 - Division 2: Medium Chapter (76 to 200 members)
 - Division 3: Small Chapter (15 to 75 members)
5. This entry is for (check one):
 - Membership Marketing
 - Professional Development**
 - Financial Management
 - Leadership Development
 - Communication
 - Community and Educational Involvement
7. Total number of categories entered (1-6): **6**
8. Chapter contact:
Rawle Borel Jr
Sugarfoote Consulting
416-845-0965
sugarfoote@rogers.com

Deadline: November 20, 2006

Entries must be couriered or emailed to:

Gretchen Hoover/CMA Entry
IABC
One Hallidie Plaza, Ste. 600
San Francisco, CA 94102 USA
415-544-4700

IABC Chapter Management Awards 2007
Entry Work Plan: IABC/Toronto – Professional Development

A. General

IABC/Toronto took a more focused approach to providing learning opportunities over the past year and found success with this new direction, as confirmed by the chapter's post-event surveys. This new direction was necessary to ensure that the chapter was continuing to meet the needs of its diverse membership base.

B. Regular Programs

Goals and Objectives:

- To serve the diverse needs of a diverse membership
 - Implement event plan content, format and pricing to address 2005 member survey feedback
 - Offer a mix of learning events for all levels, at varying times of the day
 - Offer events of specific appeal to senior practitioners
 - Address students' needs and financial limitations
 - Demonstrate recognition of market diversity through at least one event

- To enhance the image of IABC/Toronto
 - Offer high-profile and highly credible speakers
 - Address relevant and timely topics
 - Achieve 90% "Good" to "Excellent" feedback on post-event surveys events, with at least 20% ranked as "Excellent"
 - Profile member expertise through active participation in select events
 - Reinforce beneficial alliances with sponsors
 - Build beneficial alliances with complementary organizations
 - Achieve 90% "Good" to "Excellent" feedback on events, with at least 20% ranked as "Excellent"

- To realize revenue opportunities and contribute to the financial stability of IABC/Toronto
 - Manage expenses prudently and earn revenue
 - Recommend capital investments for long-term value
 - Maximize opportunities to convert event guests to members

- To maximize the value of IABC/Toronto membership
 - Provide cost-effective options for learning events
 - Offer post-event value and options beyond attendance
 - Offer marked distinction between member and non-member rates
 - Facilitate a forum for members to integrate IABC events with client meetings/lunches
 - Showcase resources available through IABC International and leverage opportunities to profile offerings through initiatives
 - Build and facilitate beneficial alliances between IABC/Toronto and IABC Research Foundation

Implementation:

This portfolio VP worked closely with the other board portfolios to identify synergies in achieving the outlined goals. Development events were built using feedback from member surveys, previous board leaders, member input and previous post-event surveys. The events were then laid out on a master schedule at the beginning of the board year. This provided members with an opportunity to plan for the events they wanted to attend and to be able to invite clients and/or non-members to events of particular interest. This also benefited to the board in terms of planning newsletter articles and networking events that supported and complimented the learning opportunities that took place. The VP, Professional Development set-up an excellent line-up of programming that truly offered value to the chapter membership.

Results:

- To serve the diverse needs of a diverse membership:
 - Delivered 14 professional development events at varied times: three breakfast seminars; five luncheons; and six evening seminars
 - Garnered an average paid attendance of 46 attendees
 - Delivered one event (Gold Quill Case Studies) in conjunction with Networking portfolio
 - Delivered five events with specific appeal to senior practitioners
 - Delivered one event specifically for students (47 attended at Durham College)

- To enhance the image of IABC/Toronto:
 - Offered high-profile speakers, including: CIO, Guardian Group of Funds; Vice President, IDC; Executive Producer, Global TV; Editor-in-Chief, Canadian Press
 - Addressed timely topics, such as: federal election, copyright law and communications measurement
 - Achieved average feedback ranking of 3.2 (3 being "Good", 4 being "Excellent") on all events. On average, 38% of overall attendees ranked the year's events as "Excellent"
 - Profiled members at joint Gold Quill Cases Studies event and through moderating at three events
 - Collaborated with Canadian Press, CCMatthews and CNW on six events

- To realize revenue opportunities and contribute to the financial stability of IABC/Toronto:
 - Generated more than \$50,000 in gross revenue, including sponsorships
 - Generated more than \$7,000 in net revenue, including sponsorships
 - Generated a net profit in 10 events
 - Secured sponsor support for eight events
 - Researched and provided proposal for up to \$3,000 in annual savings based on capital investment strategy for equipment purchase
 - Converted some guests to members, however, the specific number could not be tracked

- To maximize the value of IABC/Toronto membership:
 - Provided cost effective registration prices for students and full members

- Offered a limited set presentations on CD following events
- Offer marked distinction between member and non-member rates; charged non-members \$20-30 more in most cases
- Offered group rates on the purchase of tickets to two or more events
- Initiated dialogue between IABC/Toronto and IABC Research Foundation and Executive Vice President for fulfillment
- Based one event on IABC teleconference

C. Special Programs or Promotions

Each year, the chapter plans a workshop in January to help members prepare for the upcoming IABC/Toronto OVATION Awards. The awards are delivered at a Gala held in May of each year and the January session encourages potential entrants by providing a clear methodology for preparing an entry. The January session is led by one of the chapter's accredited members and one Master Communicator. As this is usually the calibre of member who judge the OVATION entries, participants found the information provided at the January session to be invaluable. This information is also well timed and helpful preparing submission for Silver Leaf and Gold Quill awards. This January prep session is well received by members and was used as part of the overall planning for the awards Gala. From the Call for Entries, to the prep session to the award submission, entrants were provided with written documentation and the support they needed to help create a winning entry. Attendance for this session was 26 members. Because it is for the chapter awards program, non-members are not eligible to attend. However, this year, the chapter did extend an invitation to members of IABC/Golden Horseshoe to attend and participate in the awards program should any that chapter's members wish to do so. This was because the Horseshoe chapter was in development status and was in the process of putting together its programming. The information regarding the session and subsequent Gala was relayed to Toronto members via the chapter's internal communications vehicles. The same was true for the communication to the Golden Horseshoe members.

The other special program worth mentioning is the chapter Accreditation College which ran for its first full year in 2005/2006. The College was promoted to members through the chapter newsletter and e-Lerts. It was also promoted at chapter events. Newly accredited members were recognized at chapter events and were provided with distinctive name tags to give them with greater profile among their chapter peers. Their names were also published in the chapter newsletter and they were provided with a complimentary ticket to the annual OVATION Awards Gala, where they were also recognized before their peers and industry insiders.

Because of the donation to the Research Foundation in the previous board year, the chapter this year received tickets to a session at the IABC International Conference, a complimentary study and access to a webinar of the chapter's choosing. The chapter chose to use each of these items as door prizes at the awards Gala as incentive for members to attend.

Attachments

Exhibit A: OVATION Article

Exhibit B: IABC/Toronto Board Templates