

## IABC Queensland: Chapter events

### Work plan

#### Goals and objectives

In late 2018 IABC Queensland embarked on a strategic refresh to grow its membership, by engaging new members and delivering greater value to our existing membership.

A key plank of the strategic refresh was the development and implementation of a strong program of professional development and networking events which would drive the chapter to achieve these goals, by delivering greater value to members and raising the profile of IABC's local and global offering.

IABC Queensland developed a Strategic Engagement Framework to guide the implementation of an engaging and value-driven events program.

The events strategy was driven by three principles:

- A structured approach to event planning and delivery
- Consistent measurement
- Converting event attendance to membership and profit

The objectives were:

- 6 professional development events in 2019
- 2 networking events in 2019
- Event plans for every event in 2019
- Promote the next event at every event in 2019
- Return a profit on events in 2019
- 16% membership growth by 30 November 2019 (48 to 56)

#### Budget

The chapter budgeted and spent \$7910 on events in 2019 and gathered \$11938 in revenue, generating a profit from events of \$4028. The full budget is attached to this submission.

#### Implementation

The strategy contained the following tactics:

- Events calendar
- Event plans
- Two-tier pricing model
- Post-event surveys
- Events register
- Targeted communication to event attendees to convert to membership
- Implementation of a buddy system, including expected tasks, where board members were responsible for contacting designated members
- To keep us focussed on a holistic approach to organising an engaging event calendar, the following guiding principles became a permanent addition at the bottom of each monthly

agenda for continual referencing as we considered and planned each event.

<b>People join IABC to meet, learn or help</b>		
<b>Key to designing great experiences for members</b>		
1.The hook gets their eyeballs	2.The content gets their attendance	3.Great experience brings them back
<b>And have we promoted five IABC relationships needed to retain a member?</b>		

It has become the norm for board members to challenge one another by asking, for example, if we have the hook to get our audience's eyeballs.

The buddy system was implemented in response to promoting the five IABC relationships needed to retain a member.

The strategy ultimately drove a more structured and strategic approach to events.

The two-tier pricing model – \$15 for members and \$35 for non-members at professional development events, and \$15/\$25 for networking – was implemented from the first event.

From the outset in 2019, the next event on the calendar was promoted at every event.

After each event, the attendee list was uploaded to Mailchimp and the attendees added to our master distribution list and new additions tagged. From there, an EDM was sent to the tagged segment to provide more information on the benefits of IABC membership and inviting them to join us.

Board members used their networks and the results of ad hoc consultation with our community, such as the Christmas 2018 networking event, to deliver a line-up of highly engaging, topical, innovative events that proved popular with members and non-members alike.

The events delivered were:

#### **Whiteboard Ninja**

**26 March 2019**

**Simon Banks**

Turbo charge the way you communicate, and problem solve with ease.

In this highly interactive session, you will deep dive into some brilliant shortcuts that can transform the way you engage and communicate with your clients, discover why our brains love visual communication, how to use simple lines and shapes to convey complex messages and use visual communication as part of your storytelling and communication strategy.

#### **Has the luck run out?**

**30 April 2019**

**David Fagan**

Trust has declined significantly across every part of Australian life over the past decade and has hurt how people feel about institutions in every sector. Has The Luck Run Out? chronicles these declines but makes the case for optimism and looks for where there are “green shoots” of hope.

The challenge for communicators in this environment is to use their closeness to the public and their skills to guide better decision-making and help leaders understand the consequence of their actions.

### **How to beat the house – the critical role of communication in business transformation**

**22 May 2019**

**David Cook**

The headline statistics will tell you that a large percentage of digital and business transformations will fail, for reasons including organisational inertia, readiness, TQ (Technical Quotient) or EQ (Emotional Intelligence), or just plain competing priorities. It helps to know how the odds are stacked against you and the tools you have at your disposal to improve your chances at beating the odds, and understand how our basic psychology, above all other factors, can make or break a transformation effort.

### **Global trends in social media marketing**

**13 June 2019**

**Mel Kettle**

Social Media Marketing World (SMMW) is arguably the world's best social media conference, packed full of insights from speakers like Jay Baer, Mark Schaefer, Pat Flynn, Brian Solis, Mari Smith and Shep Hyken. Mel Kettle will once again share her SMMW experience with IABC Queensland and tell us about the latest on digital communication research, Facebook and video, and how to better use social media to improve customer engagement and the customer experience.

### **AGM and end of financial year party**

**3 July 2019**

Get your tickets now to the IABC Queensland New Financial Year Party & AGM, to elect our new board for 2019-20 and say 'cheers' to the dawn of the New Financial Year. (Any excuse to celebrate our awesome and diverse chapter of professional communicators, right?!)

All IABC Queensland members are encouraged to attend the AGM to have a say in the direction of the chapter for the coming year, and we're seeking expressions of interest from people interested in joining the Board and helping us to arrange IABC Queensland events and activities.

Non-members are invited to join us for the New Financial Year Party once the AGM is complete. Meet up with your colleagues and industry contacts in a fun, informal way while you learn about what's happening in the communication profession, share war stories and successes, and make new connections. This is networking without the awkwardness.

### **Get Video Smart**

**20 August 2019**

**Julian Mather**

We are addicted to our phones. More people on the planet own a smartphone than own a toothbrush. By 2012, four out of five interactions with phones will involve video. Capitalise on this tech and social revolution to speed up your communication. The solution is in the palm of your hand... literally. Learn simple tricks to immediately improve your videos, become video literate and save thousands of dollars on video for your organisation. Julian's sessions are full of rollicking stories and a bit of magic so you get a whole lot of knowledge, fun and inspiration from one two-hour session.

### **QUT Business Breakfast – flipping the script on corporate storytelling**

**5 September 2019**

**Shawn Callaghan and Dr Anne Lane**

Most of us know that organisational storytelling is about using stories to engage stakeholders and influence them to believe in and support the achievement of organisational goals. This session challenges this perspective and shows that to evoke the authentic voice of stakeholders in engagement, professional communicators need to help stakeholders present their stories, and organisations need to think about using stories for listening as much as telling. This session will challenge your ideas about organisational storytelling, why and how it works in practice, and teach you how to tell the kind of credible, realistic and truthful story stakeholders will respond to.

### **Strategic communication masterclass**

**1 October 2019**

**Sia Papageorgiou**

In today's dynamic and challenging communication environment, it's more important than ever to plan and implement communication initiatives grounded in business thinking that add greater value to stakeholders and deliver business results.

IABC Queensland is pleased to present a Strategic Communication Masterclass with Sia Papageorgiou FRSA, SCMP, President of IABC Victoria, which will show you how to define communication needs, deliver measurable outcomes and build your credibility as a trusted in-demand communication professional.

### **Results**

<b>Objective</b>	<b>Performance</b>
6 professional development events in 2019	Achieved
2 networking events in 2019	Achieved
Event plans for every event in 2019	Achieved
Promote the next event at every event in 2019	Achieved
Return a profit on events in 2019	Achieved (\$4028)
16% membership growth by 30 November 2019	Exceeded: December 2018 48 August 2019 32 November 2019 58
<b>Additional results</b>	
Get Vide Smart speaker Julian Mather joined the board as a result of his engagement with our community.	