



# 2020 Chapter Management Awards Work Plan

**Chapter:** IABC Victoria

**Category:** Events

**Division 1:** Large chapters

## About IABC Victoria

With 212 financial members (as at 1 December 2019), and a non-member peer network of over 500 communication professionals, IABC Victoria (Australia) is the largest IABC chapter outside of North America and the fifth largest chapter globally – a distinction we value highly and work incredibly hard to preserve.

We're a very eclectic and vibrant group of communication professionals in terms of the range of disciplines our members practice across the communication spectrum, and the range of communication practitioner types and interests our chapter represents and needs to cater to. Many of our members work for multi-national companies, top tier banks, boutique consultancies, creative agencies, infrastructure businesses, not-for-profits and local, state and federal government authorities. The chapter also serves the needs of students at local universities across Victoria.

While we're a part of a burgeoning and economically powerful region of the globe, IABC Victoria faces some different challenges to those of our North American and European counterparts. Our geographic isolation means the capacity of our members to tap into other chapters' events, the IABC World Conference, Leadership Institutes and many other IABC professional development and networking opportunities is more limited. The cost of travel and accommodation and time needed to travel long distances can also act as a significant barrier.

The 'market' in relation to professional organisations that support the communication function is well contested in Victoria. A very active and well established chapter of PRIA (the Public Relations Institute of Australia) is the most obvious competitor for individual members, although competition also comes from Page (Arthur W. Page Society), Australian Marketing Institute, Gartner (formerly CEB) and the Centre for Corporate Public Affairs. As such, it's imperative that our local brand is strong, and that we deliver diverse and tailored content, professional development programs and networking and connection opportunities that meet the needs of our varied membership.

Key to our central purpose of keeping the IABC and our chapter brand strong, and taking a leadership role in the development and evolution of our profession is an engaging, relevant and diverse annual calendar of events.

## The value of IABC Victoria events

IABC Victoria events are the most effective marketing channel for our chapter. They provide attendees with a valuable opportunity to form in-person connections in an increasingly digital world and are more critical for achieving our chapter's goals than ever before, particularly given the significant membership losses across IABC. Our research shows more than half of our members want to engage face-to-face with the IABC Victoria community.

When we bring people together to create connection and memorable, unique experiences, that credibility translates into new members and IABC brand advocates. Our research also demonstrates that over 90% would invite a friend to attend a future IABC Victoria event based on their past experience/s. Both of these outcomes propel IABC forward as the peak association for business communication professionals.

## Goals and objectives

The IABC Victoria Board year runs from late February. We meet for a half-day strategy meeting in early March to focus on what the board wants to accomplish during the upcoming year. These goals and objectives were set during this meeting. Our **overarching goal** is to deliver an annual calendar of events that elevates IABC Victoria's brand and reputation, promotes the value of membership and increases our members' credibility and value as strategic communication professionals.

## Our objectives

- Increase tangible member-only benefits by providing an annual events calendar of at least 10 events (not including structured professional learning as detailed in our CMA entry for professional development), that are aligned with global standards for the communication profession and appeal to our diverse membership and prospective members.



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- Increase the quality of events with at least 75% of all event participants rating their overall experience as either 'Excellent' or 'Very Good'.
- Achieve at least 90% attendance of registered guests to paid events and 65% attendance to free events.

### Budget

At IABC Victoria our aim is to ensure our events (with the exception of our free member-only mid-week mingles), are cost neutral or revenue positive. We implement pricing structures to meet the needs of a local marketplace and create a greater distinction between member and non-member pricing to demonstrate the value of membership. We make events available to all IABC Victoria members, non-members and students, and work diligently to nurture our relationships with our chapter partners and network of communication experts who give to IABC Victoria members generously. The table below shows the budgeted and actual income and expenses for events held and/or planned between March 2019 and February 2020.

Event	Budgeted Income	Budgeted Expenses	Actual Income	Actual Expenses	Net Profit/Loss
Autumn mid-week mingle	Free event	\$300	N/A	\$300	– \$300
On the couch with Gabrielle Dolan (exclusive pre-launch of her new book <i>Real Communication: How to Be You and Lead True</i> )	\$2,700	\$1,500	\$3,100	\$1,437.40	\$1,662.60
From Facebook to LinkedIn	\$1200	\$950	\$1,865	\$923.51	\$941.49
Winter mid-week mingle	Free event	\$300	N/A	\$268.50	– \$268.50
Make work more fun with the Corporate Rebels	\$14,250	\$12,364.40	\$13,275	\$11,879.48	\$1,395.52
Beyond communication: how to unlock internal communication's true potential	\$1,615	\$1,239	\$2,530	\$1,732	\$798
Spring mid-week mingle	Free event	\$300	N/A	\$130	– \$130
Mistakes, mishaps and missteps	\$1,265	\$775	\$840	\$413.40	\$426.60
Lunchtime networking mingle	\$405	\$335	\$375	\$315	\$60
Christmas event	\$1,600	\$1,600	\$1,800	\$1,650.50	\$250.50
The Great Debate**	\$3,050	\$1,500	In progress	In progress	Not available
<b>TOTALS:</b>	<b>\$26,085</b>	<b>\$21,163.40</b>	<b>\$23,785</b>	<b>\$19,049.79</b>	<b>\$4,836.21 profit</b>

\*\* The Great Debate is still being planned, so the actuals and net profit/loss details are not yet available.

### Implementation

IABC Victoria engaged with local, regional and global communication experts to provide strategic communication content and speakers for its events program.

### Our research

IABC Victoria asks attendees for feedback after each event to gather views and opinions on their event experience, including satisfaction with an event topic, speaker, venue, time allocation and catering. We also take the opportunity to ask attendees how they found out about the event and whether they're members of IABC Victoria. Non-members are asked if they would consider joining IABC and whether they'd like more information about our association. The chapter will always follow-up with prospective members in an effort to increase our membership.

In addition, the board distributes a member survey every few years to gather opinions, comments, and feedback from IABC Victoria members and subscribers. The results from these surveys are critical in helping us plan an annual events calendar that meets member and prospective member needs. The survey asks respondents to rank a list of potential event topics or trends and provide their ideas for other topics or trends of interest. In addition, respondents are asked for their feedback on logistics such as event location, time of day they're most likely to attend, day of the working week



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they'd most likely attend and which style of event they prefer. An infographic with an overview of our research results is included in the work sample.

The results of our member surveys are used to plan our annual events calendar, enhancing membership value for both members and prospective members and increasing the likelihood we would meet our satisfaction objectives. The results of the 2019 survey have also been used to develop a calendar of events for the first six months of 2020, to assist the incoming board. This calendar is included in work sample.

### Event management

IABC Victoria events are a critical component of our value proposition, delivering professional development and networking opportunities that contribute to industry knowledge and dialogue and build relationships with and between members and non-members. Our approach to events, in line with our values, is to foster thought leadership, engagement, fun and a sense of belonging among our members and broader professional community. The majority of IABC Victoria events are open to members, non-members and students, with the exception of our free networking mid-week mingles, which are only open to members and marketed as an exclusive member benefit.

In order to deliver events successfully and consistently, we have created comprehensive event management templates that we use to ensure a uniform approach is adopted to plan an event, from its infancy right through to its delivery, including promotion. The event planning checklist includes the activities required to successfully deliver an event including event preparation, event day and post event activities. It also ensures responsibilities can be shared across the board. The event brief helps us to ensure events are communicated via our owned and earned channels in a timely manner to drive awareness and sales; the IABC Victoria Executive, Events and Brand & Communication Chairs have oversight on what is being communicated about our events externally; and that the appropriate checks and approvals are obtained prior to any external communication to promote accuracy and ensure we're following industry best practice. Both documents are circulated to all board members to ensure they are across responsibilities. Both the event planning checklist and event brief are included in the work sample.

### Promotion

IABC Victoria uses email to announce events, as well as the chapter website and social media platforms (LinkedIn and Twitter). We have a large following on social media which allows us to promote easy-to-consume content where our audiences spend most of their time. We promote our events at least six weeks prior to the scheduled date although most people still wait until the last minute to register to attend. Email marketing and social media posts are sent out weekly informing people of the event which includes a description of the topic, information about the presenter/s, location, time and registration fees. A final reminder is sent a day or two prior to the event and this usually increases last minute registrations. See work sample for examples of our promotional collateral.

### Measurement

At the conclusion of each event (with the exception of our free member-only mid-week networking mingles and our Christmas event), participants are emailed a brief survey to obtain their feedback. The purpose of the survey is to capture their overall satisfaction with the event experience, including event speaker, venue, time allocated for the event and catering. The survey allows participants to provide a rating between 1 (poor) and 5 (excellent) and allows for free-text comments where participants can provide any additional feedback. The results are shared with the board at the next board meeting to assist with planning future events. The feedback we've gathered has been overwhelmingly positive and many have taken the time to provide constructive suggestions about how we can improve our events. Below is an overview of the feedback results up to November 2019. See work sample for an overview of the comments received from participants.

Event	# Members	# Non-members	Overall event satisfaction (% rating their overall experience as either "Excellent" or "Very Good".)
Autumn member-only mid-week mingle	25	0	Only anecdotal feedback is gathered following networking mingles.
On the couch with Gabrielle Dolan (exclusive pre-launch of her new book <i>Real</i> )	57	23	67%



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<i>Communication: How to Be You and Lead True</i>			
From Facebook to LinkedIn	25	18	
Winter member-only mid-week mingle	21	0	Only anecdotal feedback is gathered following networking mingles.
Make work more fun with the Corporate Rebels	38	77	75%
Beyond communication: how to unlock internal communication's true potential	33	25	62.5%
Spring member-only mid-week mingle	31	0	Only anecdotal feedback is gathered following networking mingles.
Mistakes, mishaps and missteps	14	7	75%
Lunchtime networking mingle	10	1	100%
Christmas event	43	8	Only anecdotal feedback is gathered following networking mingles.
<b>OVERALL SATISFACTION LEVEL</b>	<b>297</b>	<b>159</b>	<b>75.9%</b>

### Results

IABC Victoria successfully met the event goals and objectives set by its board for 2019 as follows:

Objective	Result
Increase tangible member-only benefits by providing an annual events calendar of at least 10 events (not including structured professional learning as detailed in our CMA entry for professional development or our annual Bronze Quills Gala), that are aligned with global standards for the communication profession and appeal to our diverse membership and prospective members.	<p>Objective met: Ran 10 events and have planned for an 11th in early 2020.</p> <ul style="list-style-type: none"> <li>▪ Autumn mid-week mingle</li> <li>▪ On the couch with Gabrielle Dolan (exclusive pre-launch of her new book <i>Real Communication: How to Be You and Lead True</i>)</li> <li>▪ From Facebook to LinkedIn</li> <li>▪ Winter mid-week mingle</li> <li>▪ Make work more fun with the Corporate Rebels</li> <li>▪ Beyond communication: how to unlock internal communication's true potential</li> <li>▪ Spring mid-week mingle</li> <li>▪ Mistakes, mishaps and missteps</li> <li>▪ Lunchtime networking mingle</li> <li>▪ Christmas event</li> </ul> <p>All expert facilitators provided their services to IABC Victoria in-kind, with the exception of The Corporate Rebels.</p>
Increase the quality of events with at least 75% of all event participants rating their overall experience as either 'Excellent' or 'Very Good'.	Objective met: Based on the feedback we gathered, 75.9% of participants rated their overall experience as either "Excellent" or "Very Good".
Achieve at least 90% attendance of registered guests to paid events and 65% attendance to free events.	Objective met: 92% of registered guests attended paid events and 67.5% of registered guests attended free events