

CHAPTER LEADER MEETUP | RECAP

Chapter Programming | 10/27/2020

HQ SHARE

- [Build Business 2020](#) content is available to attendees through December.
- During a recent meetup with chapter leaders, SMPS HQ asked questions to gauge what members really need now from SMPS. Hot topics included leadership, virtual business development, time management, and more. The HQ staff will work to develop programs that cater to these needs. More to come!
- The [2019–20 Chapter Education Report](#) has been uploaded to the All Chapter Leaders community in MySMPS.
 - This report includes all events conducted by SMPS chapters during the 2019–20 program year.
 - Get ideas and inspiration by filtering and sorting by topic, price, attendance, evaluations, CEUs, and more. Download today!

IDEAS CAPTURED FROM PARTICIPANT CHAT

- Chapter leaders have seen success with offering different colored wrist bands at in-person programs. Attendees select bands as they walk in:
 - Red: Keeping their distance
 - Yellow: Okay with talking but requests caution and social distancing
 - Green: Okay with pre-pandemic behaviors (hugs, handshakes, etc.)
- SMPS New York is reaching out to principals to ask what they (and their firm) are hearing about the industries, and to ask what they (as firm leaders) would have interest in at chapter programs.
- There is need to create virtual networking opportunities.
 - SMPS HQ used [Airmeet](#) for the Build Business 2020 virtual networking opportunities. It allows attendees to “sit” at small, intimate tables of 6-10. They can also move to different tables. Best of all, the platform is free (up to 300 attendees).
 - Check out other platforms that SMPS HQ has looked into and think can be a good fit for chapters: [All Chapter Leaders Community > "Digital Platforms to Consider in 2021 and beyond"](#)
- One chapter recommended structuring chapter programming around [the six Domains of Practice](#).

IDEAS CAPTURED FROM PARTICIPANT CHAT (cont.)

- If your chapter has the capability to do so, recording your programs to resell in the future may be beneficial.
 - A few tips:
 - Wait a few weeks before making the content available, as to deter from potential buyers skipping the live event for the recording
 - Be certain the content is evergreen (since change is inevitable nowadays)
 - You can usually record any program using the same platform you're using for the live format (Zoom, GoToWebinar, etc.)
 - You can upload the recording to YouTube (as a private video with link) or you can use a file upload platform like Dropbox (and get a share link)
 - A tip for StarChapter users: You can add the link from YouTube or Dropbox to a purchase receipt within the StarChapter backend.
 - For example, if someone buys XYZ recording, you can have the recording link listed in the receipt so when they receive the receipt, they also get the direct link.
 - **Possible Negative Outcome:** This will not deter people from sharing the link with others.