

CHAPTER LEADER MEETUP | RECAP

Chapter Programming Hot Topics | 2/11/2021

HQ SHARE

Sourcing Content and Program Topics

One method for content curation does not fit all. Experimentation and asking early and often has served us well at the HQ level the past 10 months.

Our motto: Waste nothing. Use every opportunity to investigate the needs of the audience.

Surveys are one vehicle to get feedback, now what else?

- Pre-program questionnaires
 - If you use Zoom, this can be set up within the Zoom registration setup under “Registration” > “Edit” > “Custom Questions”
- Polls (during programs)
 - This provides immediate, real-time feedback
 - This can be used as a session evaluation tool at the very end of your live program, versus waiting to email them a link afterwards
 - You’ll still have the captive audience, and the program is fresh on their mind.
 - Example questions:
 - Did it meet your needs?
 - What more do you need?
 - If there was a part two to this session, what would you like us to focus on?
- Chat & Q&A tools
 - “Stalk” the chat box
 - SMPS HQ uses dedicated team members during HQ programming to take note of challenges, questions, dreams come true, etc. that are shared in real-time
 - You may find that your attendees are providing insights during the program itself
 - We take those ideas and insights into consideration when curating the next HQ program
- Advisory groups
 - SMPS HQ makes the needs of the audience a top priority for every program committee we have
 - HQ staff will sometimes listen in on other committee meetings to gather ideas or hot topics

- If you can't listen in person, assign another volunteer that task
- Mix and match until you get the right blend for your content strategy.

Hot Topics

SMPS HQ is currently in the process of Build Business program/session selection. Based on our selection process, these are the topics that appear to be most relevant right now and what will be hot this summer:

- Business processes and practices
 - In this business environment, what is going to stick?
 - What will remain from this new normal?
- Business Development
- Client Experience/Maintenance/Growth
 - How can we develop relationships when we can't do it in-person?
- People Management
 - Managing up
 - Managing across teams
 - Managing clients

- Soft skills (hard business assets)
 - Crucial conversations
 - Communication
 - Empathy
 - Adaptability
 - Time management
 - Balance/mental health

What is the future?

- Short-term and long-term planning
 - Flexibility is key
 - Consider planning three months out and reassessing often. This allows you to adapt if and when conditions change.
- Your audience will decide what content is best based on the feedback you receive.
- For now, bite sized content
 - Attention spans are about 10 minutes
 - Bite sized content will get you more mileage
- Focused content
 - We can no longer present multiple event types within one program. For example, now you would need to host a networking event or a learning program, not both in the same program.

GREAT IDEAS SHARED FROM CHAPTERS DURING BREAKOUTS

- SMPS Inland Empire shared a great speaker that was used recently
 - Luke Goetting, [Puffingston Presentations](#), presented [Maximize Your Impact in 2021 Online Events & Meetings with a Planned Presence, Dynamic & Interactive Broadcasts](#)
 - Luke did a live “chase your own adventure” format where he polled attendees on what module they wanted to cover next
- SMPS HQ was asked if we track our Google Analytics – we do!
 - We get reports that outline the types of information people are searching for, which really validates the programs and content we put together
 - If your chapter is a StarChapter user, these are the instructions to [add Google Analytics code to your website](#)
- SMPS Dallas recommended sending cocktail kits to attendees before an event
 - It provides more value and makes the attendee feel more attached to the event
- SMPS Dallas has done prerecorded panels
 - They edited the recording to include graphics, titles, lower thirds, etc.
 - They uploaded to Vimeo which provides analytics for individual videos to see if viewers are dropping off or skipping certain sections of the program
 - HQ share: We saw the number of views for the Build Business 2020 Virtual Experience double after the event
 - We gave registrants 60 days to view the recordings
 - We recommend using those analytics to gauge if a particular session is sought after and perhaps should be replicated
- Additional HQ Tip:
 - If your chapter has the capability to do so, recording your programs to resell in the future may be beneficial.
 - 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 or Vimeo (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, Vimeo or Dropbox to a purchase receipt template 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.

Questions? Contact Marci Thompson, DES, SMPS HQ Chief Growth Officer at marci@smps.org or Julio Santos, SMPS HQ Component Relations Manager at julio@smps.org