

## SEPTEMBER 2020

1 | Fiscal year begins

3 | 3:30 p.m. ET | Chapter Leader Meetup: Chapter Presidents (The Zoomers) (invite only)

9 | 3:30 p.m. ET | Chapter Leader Meetup: Membership ([download recap](#))

16–17 | [The Pinnacle+ Experience](#)

24 | 3:30 p.m. ET | Chapter Leader Meetup: Enhance Virtual Programming and Logistics ([download recap](#))

30 | Chapter finance and education reports deadline

Shared dues rebate paid to each chapter (4th quarter distribution)

Budget Process: Each chapter BOD to approve budget for 2020–21 fiscal year

## OCTOBER 2020

5–9 | [Build Business 2020: Pivot & Focus](#)

15 | 3:30 p.m. ET | Chapter Leader Meetup: Sponsorship ([download recap](#))

20 | 3:30 p.m. ET | Chapter Leader Meetup: Membership (invite only)

22 | 3:30 p.m. ET | Chapter Leader Meetup: Chapter Presidents (The Zoomers) (invite only)

27 | 3:30 p.m. ET | Chapter Leader Meetup: Chapter Programming ([download recap](#))

## NOVEMBER 2020

9 | [Build Business 2021](#) | Call for Speakers Opens

12 | Chapter Leader Meetup: Communications ([download recap](#))

15 | [Chapter President of the Year \(CPY\)](#) application available

17 | Chapter Leader Meetup: Membership ([download recap](#))

19 | Chapter Leader Meetup: Chapter Presidents (The Zoomers) (invite only)

23 | Chapter Leader Meetup: Chapter Presidents-Elect (invite only)

Chapters should begin preparing tax forms 990EZ and 990N: Deadline January 15

## DECEMBER 2020

1 | [Marketing Communications Awards \(MCA\)](#) program opening

3 | 3:30 p.m. ET | Regional Conference Town Hall ([download recap](#)) ([watch recording](#))

Shared dues rebate paid to each chapter (1st quarter distribution)

## JANUARY 2021

1 | [2021 Fellows Application](#) application available

1 | [Marketing Achievement Award](#) program opening

7 | 3:30 p.m. ET | Chapter Leader Meetup: Finance | Calendar Year Wrap-up ([download recap](#))

12 | 3:30 p.m. ET | Chapter Leader Meetup: Membership ([download recap](#))

15 | Filing deadline: Tax Forms 990EZ and 990N

15 | [Striving for Excellence \(SFE\)](#) program opening

19 | 3:30 p.m. ET | Chapter Leader Meetup: Top Five Tips for Effective Virtual Programming ([download recap](#)) ([additional tips for premier events such as regional conferences and symposiums](#))

26 | 3:30 p.m. ET | Chapter Leader Meetup: Presidents-Elect | Governance (invite only)

**POSTPONED TO 2022** | [SMPS Southern Regional Conference](#): Oklahoma City, OK

31 | Tax Form 1099 due to vendors (speakers, website, etc.) (1099 forms must be prepared for individuals to whom you have paid more than \$600 in 2020)

Prepare for chapter board nominations and elections (verify specific dates in your chapter's bylaws)

Presidents-Elect and Program Leads should be registered for [CLS 2021](#)

## FEBRUARY 2021

**POSTPONED TO 2022** | [SMPS Pacific Regional Conference](#) | Sacramento, CA

11 | 3 p.m. ET | Chapter Leader Meetup: Chapter Programming Hot Topics ([download recap](#))

18 | 3 p.m. ET | Chapter Leader Meetup: Presidents-Elect | Talent Development (invite only)

23 | 3 p.m. ET | Regional Conference Planning Meeting ([download recap](#)) ([view recording](#))

25 | 3 p.m. ET | Chapter Leader Meetup: Sponsorship ([download recap](#))

28 | File Tax Form 1099 to IRS

## MARCH 2021

2 | 3 p.m. ET | Chapter Leader Meetup: Gearing Up for In-Person and Hybrid Events ([download recap](#))

3 | 3 p.m. ET | CLS Class of 2020 Reunion | The Zoomers (invite only)

9 | 3 p.m. ET | Chapter Leader Meetup: Presidents-Elect (invite only)

18 | 3 p.m. ET | Chapter Leader Meetup: Membership ([download the recap](#))

22 | [Marketing Communications Awards \(MCA\)](#) submission deadline

31 | [Pivot & Focus Chapter Awards \(SFE\)](#) submission deadline

31 | [Chapter President of the Year \(CPY\)](#) application deadline

Shared dues rebate paid to each chapter (2nd quarter distribution)

## APRIL 2021

6 | [Marketing Achievement Award](#) submission deadline

8 | 3 p.m. ET | Chapter Leader Meetup: Making the Most of CLS (invite only)

21-22 | [Chapter Leadership Symposium \(CLS\)](#)

**NOW HYBRID (VIRTUAL AND IN-PERSON)** 25-27 | [SMPS Southeastern Regional Conference](#): Nashville, TN

30 | [2021 Fellows Application](#) application deadline

**POSTPONED TO APRIL 6-8, 2022** | [SMPS Missouri Valley Regional Conference](#): Wichita, KS

## MAY 2021

**POSTPONED TO OCTOBER 2021** | [SMPS Southwest Regional Conference](#): Tucson, AZ

**POSTPONED TO APRIL 27-29, 2022** | [SMPS Heartland Regional Conference](#): Milwaukee, WI

**VIRTUAL** 20-21 | [SMPS Northeast Regional Conference](#): Lake George, NY

## JUNE 2021

10 | Chapter Leader Meetup: Leader to Leader (presidents-elect invite only)

25 | You and SMPS: Kickstart Your Membership (invite only new-member meetup; contact [membership@smps.org](mailto:membership@smps.org) for more information)

30 | Regional Conference Overview and Orientation ([recording available on-demand](#))

30 | Chapter board and committee roster report deadline (to be submitted by 2021-22 president)

Shared dues rebate paid to each chapter (3rd quarter distribution)

## JULY 2021

15 | [A/E/Connections](#) – Columbus, OH

22 | [A/E/Connections](#) – Austin, TX

30 | You and SMPS: Kickstart Your Membership (invite only new-member meetup; contact [membership@smps.org](mailto:membership@smps.org) for more information)

Budget Process: Chapters should be creating their budgets for board approval in September

## AUGUST 2021

4–6 | SMPS Annual Conference: [Build Business 2021](#)

27 | You and SMPS: Kickstart Your Membership (invite only new-member meetup; contact [membership@smps.org](mailto:membership@smps.org) for more information)

31 | Last day for 2020-21 chapter presidents-elect to register for the [CPSM](#) exam for free (Questions? contact [natalie@smps.org](mailto:natalie@smps.org))

2021-2022 budget completion by chapters

## RECURRING

[Marketerjournal](#) published digitally: October, December, February, April, June, and August

[Marketer QuickLook](#) published (monthly e-newsletter)

Pivot & Focus Learning Lab Meetups (bi-monthly)

[SMPS Webinars](#)

Chapter Leader Newsletter (monthly, sent out to all chapter volunteers)