



**Vice President of Communications Job Description:** Your role as VP of Communications is to oversee ALL aspects of Communication. Your role is also visionary – to make sure things happen with your Directors and their committees.

**Direct Reports:**

Director of Marketing  
Director of Publications  
Director of Advertising

Communications can be the glue that holds the chapter together - leaders must be connected to all committees and activities to properly communicate them to the membership. Working with the other chapter departments:

**Education:**

- Ensure **timely** communication of upcoming programs across all channels
- Promote speakers & topics, build attendance, showcase the event

**Membership:**

- Collaborate on campaigns to grow & maintain chapter membership
- Defining the value of membership for your chapter

**Sponsorship:**

- Ensure that all sponsors are receiving their benefits

**Branding**

1. The logo should always be in the 1<sup>st</sup> position – this does not mean the biggest, rather it should be on top when in use. We’re trying to avoid having the chapter logo buried in the bottom corner of a promotional piece. It should be front and center when possible.
2. The logo must appear as it has been created – the chapter’s logo should never be altered, adjusted, or edited.
3. The minimum for the standard logo is 2.75 inches wide
4. The logo can appear full color or single color – recommended in black, blue, purple, & green – never yellow though! That could be against brand standard.
5. The globe by itself can be used as a design element; however, it does not constitute logo usage and the full chapter logo should also be used in the piece somewhere (ideally, 1<sup>st</sup> position! 😊)



**Communications Strategies:** Speaks to when communications are sent (i.e. emails go out every Wednesday, etc.); what are the target segments of the membership? Is the messaging customized to each segment?

**Timelines:** Basically, these documents outline what is being sent out and when – thus giving a big picture view making the chapter communications less reactionary and more proactive. They allow for themes to be developed and for messaging to integrate with each other all while strengthening the brand.

**Channels:** This is taking inventory of all the communication channels that the chapter is currently using – email, Facebook, twitter, LinkedIn, Instagram, website, print pieces, etc., and asking the question – “Are all of these channels effective?” If not, make adjustments

1. Encourage the leaders to use the resources available to understand who their membership consists of. Communications is not one size fits all – the more messaging can be customized to the demographics – the more the members will engage with it.
2. Segmenting is the next step from the demographic analysis – Planner & Supplier is an obvious segment that would require different communications – but are there others? Maybe the chapter wants to break down their suppliers into hotels, attractions, and transportation as an example. The data will point them in the right direction and how specific they can get. They should also understand what their communications capabilities are and where it is viable and makes sense to segment.

As an example – a supplier may have a completely different motivation to attend a program than a planner – maybe the registration emails have specific content for each group when they are sent instead of blanket messaging.

3. Member needs assessment is a great way to start understanding how your members like to be communicated with – it may be different than you think as a leader and need to have data before
4. Making adjustments. If your members prefer email, LinkedIn, and postcards, focus your efforts there instead of trying to force engagement on a Facebook page
5. Repetition breeds routine – create a culture of expectation for chapter communications so your members get used to receiving messaging from you at the same time, on the same day



6. Your Chapter website is your chapter's office – every message sent and call to action should be related right back to the website. Facebook content is “owned” by Facebook, not the chapter – if they were to fold or become less trendy, all your efforts there are gone – who owns your website?

Content is king – the more you can add to your site, the better, and sponsors and partners will love the additional traffic they receive from a focused communications plan that drives website visitors. Keeping in mind however, it should be simple for members to search and find what is needed – nothing should be more than 3-4 clicks away...

7. One of the great things about being part of a Global organization is the fact that you are connected to all 17,000 members – and some of them are leaders just like you going through similar challenges. The more conversation that can happen between leaders, the better off we will all be – connection points for best practice sharing, questions, and information exchanges are listed above.
8. This is a big part of transitioning – what did the committee spend the previous year? What is anticipated for the year coming up? The more leaders understand their departmental budget as well as the chapter's overall budget, the easier it is to lead, make decisions, and recommend changes to the board throughout the year.

New leaders should be having conversations with outgoing leaders about any and all budget implications.

9. Tracking & adjustments are cornerstones to communications. Data should drive all of your decisions in the communications department. How do members want to interact with the chapter and receive information? There are some presumptions that can be made – example: email – however, data can refine those channels to optimize their delivery and impact. As an example, when do members like to receive chapter emails? (Day & time) What is the best format? (Short & sweet?; links?; packed with info?) your open rates and click-thru's will tell that story. Using these basic analytics you can tweak and adjust your communications across all channels to ensure the maximum number of members are receiving and engaging with the content.

It is important to remember, you won't please all of the people all the time, and that is OK  
How members receive information from the chapter plays a critical role in satisfaction & retention, show them you are listening!  
Creating this culture if it does not exist will create solid processes in coming years that your predecessors can continue to grow & evolve



#### **GMID – Global Meeting Industry Day, April 6<sup>th</sup>**

- Don't forget to submit your events to the Meeting Mean Business website and MPI Global and...Tweet!

#### **WEC2017**

- Push Bundle Package

#### **Monthly Membership Campaigns**

#### **Transition Meetings**

- Begin board member transition process – if you need guidelines, please let me know

#### **WEC2016 Atlantic City, NJ**

- Have you registered for WEC2016? The Chapter Leader Registration Code: **ACCLP16** (for 2015-2016 and 2016-2017 chapter leaders)

#### **Leading, Training & Coaching Your Successor**

Are Your Committees Working for You?

- You aren't doing all the work by yourself are you?
- Committee Chairs and Co-Chairs report directly to Directors, who reports to you, the VP
- All committee members are a key to your succession pipeline
  - ✓ If a committee member has become disengaged, perhaps they aren't clear as to their role and responsibilities, they have had life changes, job changes, and their focus has changed. Ask! Applaud them for being honest and trying to find the right fit, then move on

**Annual Retreats (April – June):** As VP of Communications, come prepared with your MarCom department presentation and your MarCom Calendar  
Pre/Post Event Notification

Setting the stage that communications is the “mouthpiece” of the chapter. All communications should flow through the committee to ensure that they are in the right voice and brand for the chapter. Since most of our members interact with the MPI Brand at the chapter level, it is inherent that the folks in the communications role be good stewards of the brand – ensure all messaging is professional, informative, succinct, and most of all, engaging!



**Websites that other chapter leaders have shared for ideas/sources:**

Designcrowd.com - \$99 logo designs

Fiverr.com – what people will do for you for \$5 – very interesting!

Poptent.com - Low cost, high-quality creative video solutions

Chaordix.com – crowd sourcing for market research

Salesforce.com – customer relationship management

Deskaway - project management. It is simple, linear, with check boxes like planners brains work and inexpensive compared to most other project management software. The nonprofit rate is \$17.50 per month for up to 20 users and 25 projects. Website: <http://www.deskaway.com/>



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