

**IMPORTANT DATES**

**Board Meetings**

Gulf States Chapter Board video conference call, first Tuesday of each month at 9am

Call-in Information: Join from PC, Mac, iOS or Android: https://meetings.ringcentral.com/j/1488021334

If you do not have access to a device, please join by phone:

Dial: +1 (605) 562-3185

Meeting ID: 148 802 1334

**Other important dates**

Convening Leaders – January 7-10, 2018 – Nashville, Tennessee

Gulf States Chapter Reception - Sunday, January 7, 2018 from 4:30 pm - 6:00 pm

Education Conference – June 10-13, 2018 – Cleveland, Ohio

**Program Dates**

Wednesday, February 14, 2018 11:30 AM - 1:30 PM Educational Dallas

Wednesday, March 14, 2018 4:00 PM - 7:00 PM Networking Dallas

Wednesday, April 11, 2018 11:30 AM - 1:30 PM Educational TBD

Wednesday, May 9, 2018 4:00 PM - 7:00 PM Mix & Bowl TBD

Wednesday, July 11, 2018 4:00 PM - 7:00 PM Networking Dallas

Wednesday, August 8, 2018 11:30 AM - 1:30 PM Educational Dallas

Wednesday, September 12, 2018 4:00 PM - 7:00 PM Networking TBD

Wednesday, October 10, 2018 11:30 AM - 1:30 PM Educational Dallas

Wednesday, November 14, 2018 4:00 PM - 7:00 PM Networking Dallas

Wednesday, December 12, 2018 4:00 PM - 7:00 PM Networking Dallas



**Strategic Plan**

**PCMA Vision:**

The leading organization for meeting and event professionals.

**PCMA Headquarter Mission:**

To deliver superior and innovative education and promote the value of professional convention management.

**Gulf States Chapter Mission:**

The principal purpose of the chapter shall be to promote the goals and purposes of PCMA, within the territory of the Chapter.

**Strategic Pillars Discussion:**

*Build A Community* - Create and foster a network of engaged, involved and collaborative members.

*Deliver Educational Excellence* - Provide relevant, innovative and insightful professional development opportunities to contribute to our members’ success throughout their careers.

*Lead the Industry* - Continuously build PCMA’s status as the leading business events industry organization.

*Exemplify Strong Stewardship* - Maintain responsible and sustainable budgetary practices, invest strategically and frame decisions to the best interests of our members and our chapter.

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**COMMITTEE DESCRIPTIONS**

**Membership Committee**

This committee is ideal for those looking to promote human connection within the membership, i.e. speak with members, work behind the scenes or meet new people face to face.

* Time Commitment: 5 hour a month
* The membership committee shall promote Chapter and PCMA membership, and assist with member recruitment and retention. The PCMA Gulf States Chapter believes in making sure our new members feel welcome and immediately networked into the chapter as well as ensuring our existing members have the ability to maximize their return on investment in.
* **Sub Committee – Member engagement**

Tasks:

* + - Monthly calls to renew memberships
    - Welcome new attendees at events
    - Engage with prospective members
    - Cultivate relationships
    - Program Follow-Up with Non Members
    - Staff on-site registration
      * Distribute name tags
      * Register attendees
      * Greet attendees
      * Collect Payments
* **Sub Committee – Member Connections**

Tasks:

* + - CSR initiatives
    - GMID

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**COMMITTEE DESCRIPTIONS CONTINUED**

**Communications Committee**

Engage the membership in all activities and initiatives of the Chapter; specifically before, during and after programs. This committee is ideal for those enjoy communications, marketing, advertising, newsletter development, web-site development and media relations.

* Time Commitment: 6 hours per month
* This committee is responsible for ensuring the PCMA Gulf States Chapter is poised for success by promoting the chapter’s events, compiling quality newsletters, offers dynamic social media content and an informational website while managing its contents and design.

Tasks:

* Newsletter
* Social Media
  + Facebook
  + Twitter
  + LinkedIn
  + Catalyst Group
* Website
* Program registration e-mails (know before Group, and follow up)
* Onsite Program Photo Ops and Social Media Updates
* Chair Oversees Chapter Administrator Communications

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**COMMITTEE DESCRIPTIONS CONTINUED**

**Programs Committee**

The programs committee is the backbone of our chapter and is charged with the responsibility of providing educational, social and digital programming that brings membership, education and networking together throughout the year.

* **Sub Committee – Education:**
  + Time Commitment: 10 hours per month
  + The education committee is charged with the responsibility of providing educational events throughout the year.

Tasks:

* + - Recruiting speakers and potential host venues
    - Program development and Logistics
    - Provide marketing and registration information
* **Sub Committee – Digital Events:**
  + Time Commitment: 6 hours per month
  + The online committee is charged with the responsibility of providing digital events that engages the membership that cannot attend onsite.

Tasks:

* Research potential topics
* Setup online logistics
* Provide marketing and registration information
* **Sub Committee – Mix & Bowl:** 
  + Time Commitment: 6 hours per month
  + Securing host venue
  + Event planning and logistics
  + Provide marketing and registration information
* **Sub Committee- Sponsorship:**
* Time Commitment: 6 hours a month
* The Sponsorship Committee supports the chapter strategic plan by identifying and integrating business opportunities, through program and event partnerships that provide maximum return on all investments.

Tasks:

* Seek and secure potential sponsorship opportunities
* Compile Sponsorship Agreement
* Assist in invoicing and collection
* Work with Programs Committee to coordinate sponsorship deliverables