

Go to www.menti.com and use the code 16 19 01

Sailing into the conference I feel...



7

Relaxed. My yacht comes with a full crew

1

My boats afloat, but I only have one paddle

0

SOS - I've sprung a leak and taking on water fast!

0

Abandon Ship!



Slide is not active

Activate

 8



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE

Organize, Track, Evaluate, Improve:

**TOOLS FOR SUCCESSFUL
EVENTS**

Jodi Owczarski, Vice President
Colleen Schipsi, Program Manager


 WEST COAST CHAMBER

- Location: Holland, Michigan
- Members: 1200+
- Staff Members: 8
- 2018/19 Michigan Chamber of the Year
- 5-star Accredited





ABOUT US

Core Values



LEARN, INNOVATE
SHARE

IT'S ALL ABOUT
YOU

THINK BIG,
BE GREAT

DELIVER REMARKABLE
EXPERIENCES

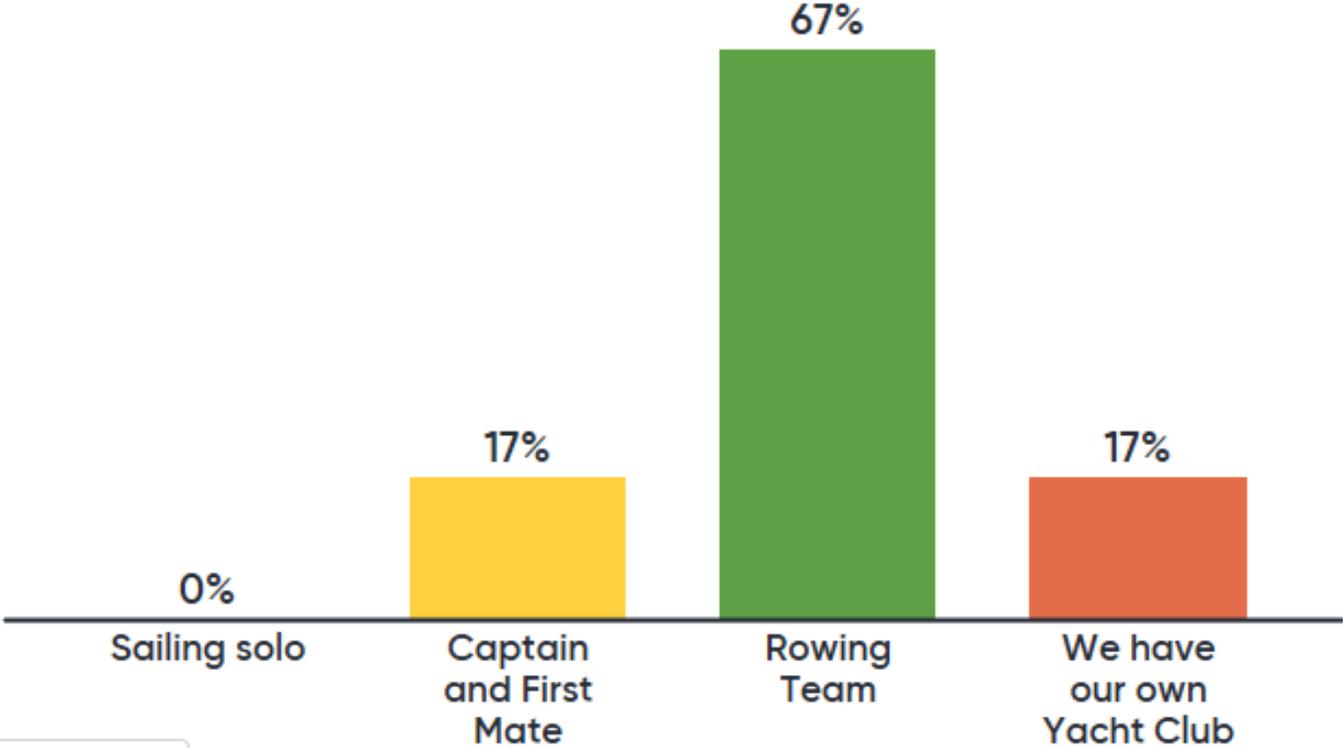
CONTAGIOUS ENERGY
WITH A
POSITIVE ATTITUDE



Go to www.menti.com and use the code 17 05 73



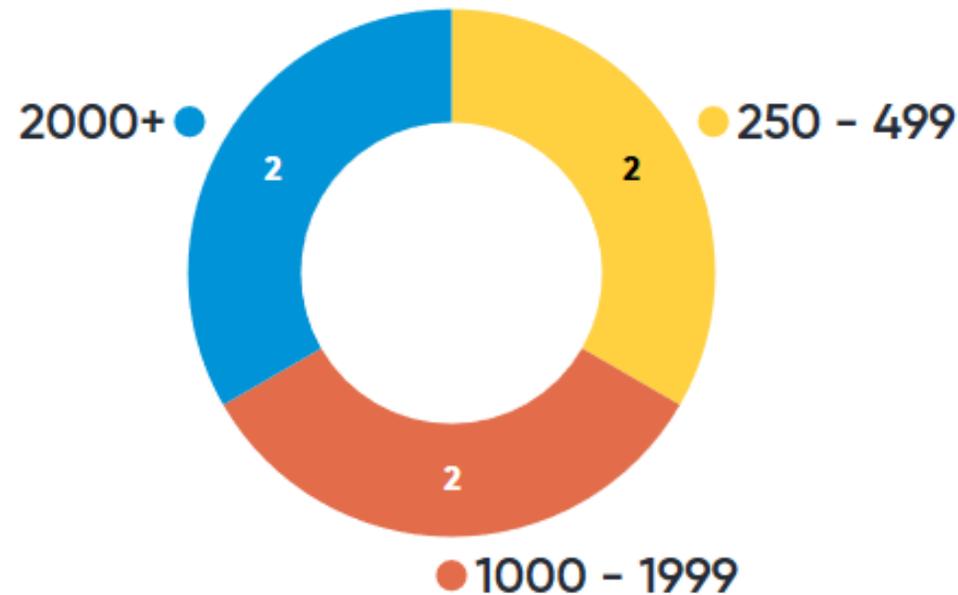
How many employees are on your team?



Slide is not active

Go to www.menti.com and use the code 17 05 73

How many members belong to your Chamber?



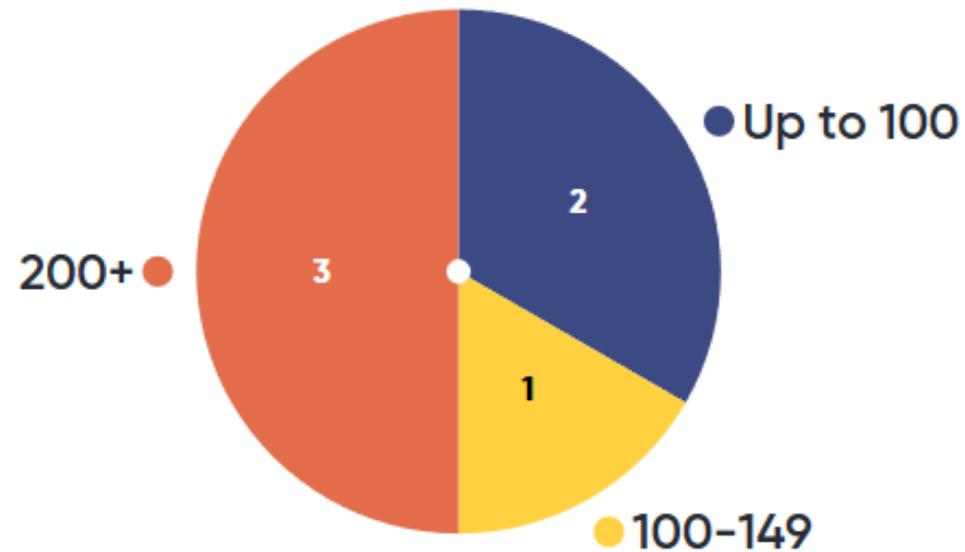
Slide is not active

Activate



Go to www.menti.com and use the code 17 05 73

How many events do you plan each year?



Slide is not active

Activate






FLIGHT PLAN

USING TOOLS TO...

- DEVELOP A PLAN
- DEFINE THE PROCESS
- DELIVER REMARKABLE EXPERIENCES
- MONITOR SUCCESS




FLIGHT PLAN

USING TOOLS TO...

- **DEVELOP A PLAN**
- DEFINE THE PROCESS
- DELIVER REMARKABLE EXPERIENCES
- MONITOR SUCCESS



HIGHLIGHTED EVENTS




 DEVELOP THE PLAN

Inspiration Meeting

- **When: 6 Months Before Event**
- **Who: Leadership Team + Program**

Manager

- **What:**
 - **Survey Results**
 - **Purpose**
 - **Theme**
 - **Flight Plan Ideas**
 - **Remarkable Experience Ideas**

✓ DEVELOP THE PLAN

Inspiration Meeting





DEVELOP THE PLAN

Flight Plan

IMAGINE AN AIRPLANE

Your talk is the "flight"
You are the "pilot"
Your listeners are the
"passengr"




 DEVELOP THE PLAN

Flight Plan

Take Off:

Attention Grabber

In the Air:

Lay Out Expectations

Cruising:

Inflight Entertainment

Initial Descent:

Highlight and Wrap Up

Landing:

Key Take Away






FLIGHT PLAN

USING TOOLS TO...

- DEVELOP A PLAN
- **DEFINE THE PROCESS**
- DELIVER REMARKABLE
EXPERIENCES
- MONITOR SUCCESS

DEFINE THE PROCESS

Original Checklist



Event Checklist

Event: Early Bird Breakfast Location: Haworth Inn Date: 9/8/2015 Time: 7:30

Topic: Speaker:

Funding :

EBB Sponsor (\$1,500):

Pre-Coffee sponsor (\$250)

Cost: \$15 Member \$25 Non-member

Attendance goal: 250

Food:

Breakfast

Coffee

6 weeks prior:

Get sponsorships - Brent

Make facility arrangements - Cindy

Get speaker and program & bio info - Cindy

2 weeks prior:

Emcee - confirm

1 weeks prior:

Confirm speaker/presenter

Hotel arrangements made for speaker if needed

Technology needs for event

Ask for speakers Power Point presentation

Confirm EBB sponsor

Notified regarding table handouts/3 minute time limit

Confirm Pre-Coffee sponsor

Confirm details with location

Room set-up

Agenda sent to all involved parties

Get speaker gift

Head table - seating arrangement

Reserved table(s)

Thursday prior:

Confirm technology needs

Call in count & number of reserved tables to location

Make table tents & PowerPoint. Table tents to front desk by noon.

One day before:

Speakers Power Point presentation had been received

Re-confirm count

Nametags

Door prize -

Speaker gift

Camera -Annie

Banner

Extra Scripts

Extra agendas

Event Bag

Badge maker/Laptop

Fishbowl

Raffle tickets



DEFINE THE PROCESS

Event Master Plan (EMP)

Annual Meeting Event Master Plan				
Purpose				
Reason	To give a yearly update from the Chamber about what we have done and are doing for the business community			
Target Audience	All chamber members			
Timeline/ Checklist				
Projected Date	Activity	Staff Responsible	Notes	Done?
January	Review prior year's participant survey & staff notes/comments	Colleen		
January	Decide if we create a theme for annual dinner - tie speaker and venue into	Caroline		
January	Build Event Page	Colleen		
January	Leadership Meeting to decide flow & theme	Leadership Team & Colleen		
February	Determine a speaker	Jodi/Colleen/Jane		
February	Start Pre-Party Planning: Event Page	Colleen		
February	Determine budget for event	Jodi / Colleen		
March	New Sponsorship Sales - also include those in packages	Britt		
March	Full Staff EMP Review	Whole Staff		
March	Confirm Speaker	Colleen		
March	Confirm date for annual meeting - verify date with board leadership	Colleen/Jodi		
March	Venue confirmed	Colleen		
May	Begin thoughts on Program	Caroline		
May	Confirm Technology Service	Colleen		
May	Confirm Caterer	Colleen		
July	Confirm Eastern Floral is a partner - centerpieces	Colleen		
May	Speaker bio, picture, topic description & confirm all speaker unique needs such as prompter etc.	Colleen		
May	Set -up speaker hotel	Colleen		
May	Design invitations and promo pieces with outsourced vendor	Caroline		
June	Begin FlightPlan/Script - figure out video needs, add networking piece	Caroline		
June	Bring in Speaker coach	Caroline/Jodi		
June	Determine specific technology needs, including lights, video, power point, music and any other unique things & make necessary arrangements get quotes etc.	Colleen		
June	Save the date in the newsletter, mentions emails going out, social media mentions, LNA Community event calendars	Caroline		
June	Ask and confirm an Emcee	Colleen		
June	Select business leadership award recipients (Two)	Jodi/Jane		
June	Design programs, table tents, power points	Caroline/ Colleen		





DEFINE THE PROCESS

Event Master Plan (EMP)

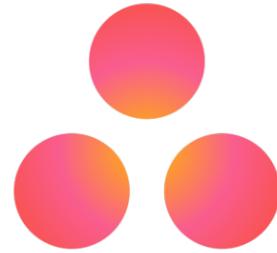
Timeline/ Checklist				
Projected Date	Activity	Staff Responsible	Notes	Done?
January	Review prior year's participant survey & staff notes/comments	Colleen		
January	Decide if we create a theme for annual dinner - tie speaker and venue into	Caroline		
January	Build Event Page	Colleen		
January	Leadership Meeting to decide flow & theme	Leadership Team & Colleen		
February	Determine a speaker	Jodi/Colleen/Jane		
February	Start Pre-Party Planning: Event Page	Colleen		
February	Determine budget for event	Jodi / Colleen		
March	New Sponsorship Sales -also include those in packages	Britt		
March	Full Staff EMP Review	Whole Staff		
March	Confirm Speaker	Colleen		
March	Confirm date for annual meeting - verify date with board leadership	Colleen/Jodi		
March	Venue confirmed	Colleen		
May	Begin thoughts on Program	Caroline		
May	Confirm Technology Service	Colleen		





DEFINE THE PROCESS

ASANA



asana

www.asana.com



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE




DEFINE THE PROCESS

ASANA

▼ Tasks Due Soon ⓘ

[See all my tasks](#)

- | | | |
|---|--------------|----------|
| <input checked="" type="checkbox"/> Reach out to Stacy Jackson - confirmed Jay and third speaker? Topics? | WUWC 01... | Today |
| <input checked="" type="checkbox"/> Update Event Page with Speakers Info - check in with LHRMA/Miller Johnson | Leading E... | Today |
| <input checked="" type="checkbox"/> Ask Miller Johnson for headshots/bios/topics/ description for event page | Leading E... | Today |
| <input checked="" type="checkbox"/> Research Speakers / Make the Ask / Let them know we need Topic/Bio at least 3 months before the event | WUWC 02... | Today |
| <input checked="" type="checkbox"/> Secure Location | Board Org... | Tomorrow |
| <input checked="" type="checkbox"/> Determine Menu | Board Org... | Tomorrow |
| <input checked="" type="checkbox"/> Takeaway dessert gift - Coppercraft bottles? | Board Org... | Tomorrow |






DEFINE THE PROCESS

ASANA

▼ Breakfast with our Congressmen 12/16/19 - West Coast Chamber Staff (7)

- | | | |
|---|---------------|--------|
| <input checked="" type="checkbox"/> Approve Event Invitation | Breakfast ... | Sep 30 |
| <input checked="" type="checkbox"/> Approve Creative Concept | Breakfast ... | Oct 30 |
| <input checked="" type="checkbox"/> Staff Share Facebook event | Breakfast ... | Dec 2 |
| <input checked="" type="checkbox"/> Approval for Event Program | Breakfast ... | Dec 4 |
| <input checked="" type="checkbox"/> Script Run Through | Breakfast ... | Dec 4 |
| <input checked="" type="checkbox"/> Approve Event Video(s) | Breakfast ... | Dec 6 |
| <input checked="" type="checkbox"/> Go Over Seating/Table Assignments | Breakfast ... | Dec 10 |





DEFINE THE PROCESS

Marketing Checklist

MARKETING INTAKE FORM

PROJECT NAME: _____

EVENT/PROGRAM: _____

PROJECT OWNER: _____

PROJECT: *what's the purpose?*

OBJECTIVE: *what does the project work to achieve?*

TARGET AUDIENCE: *who are we trying to reach?*

MESSAGE: *what's the key idea to be remembered?*

SCHEDULE: *timeline, important dates, deadline?*






FLIGHT PLAN

USING TOOLS TO...

- DEVELOP A PLAN
- DEFINE THE PROCESS
- **DELIVER REMARKABLE**
- **EXPERIENCES**
- MONITOR SUCCESS



DELIVER REMARKABLE EXPERIENCES
Shake it Up!



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



DELIVER REMARKABLE EXPERIENCES

Theme



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE

✓ DELIVER REMARKABLE EXPERIENCES

Theme



✓ DELIVER REMARKABLE EXPERIENCES

Theme



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



DELIVER REMARKABLE EXPERIENCES

Sponsor Video



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



DELIVER REMARKABLE EXPERIENCES

Promo Video



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



DELIVER REMARKABLE EXPERIENCES

Practice



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE




FLIGHT PLAN

USING TOOLS TO...

- DEVELOP A PLAN
- DEFINE THE PROCESS
- DELIVER REMARKABLE EXPERIENCES
- **MONITOR SUCCESS**

Go to www.menti.com and use the code 17 05 73

Do you send surveys after events?



Yes



No



Slide is not active

Activate





MONITOR SUCCESS
Survey

How likely are you to recommend this event to a friend or colleague?





✓ MONITOR SUCCESS

Net Promoter Score (NPS)

NET PROMOTER SCORE



NPS = %PROMOTERS - %DETRACTORS



detractors	40	11.6%	total 345
passives	93	26.9%	
promoters	212	61.5%	



MONITOR SUCCESS

Survey



Wake Up West Coast Breakfast - September 10, 2019

* How likely is it that you would recommend this event to a friend or colleague?

Not at all likely

Extremely likely

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Please provide a brief explanation supporting your rating above.

What would you do, if anything, to improve this event?

Contact Information (optional)

Name

Company





MONITOR SUCCESS

Survey



Wake Up West Coast Breakfast - September 10, 2019

Survey

Thank you for attending our Wake Up West Coast event held at The Holland Civic Center. It's All About You! Your feedback helps us plan remarkable programs. Please take a moment to complete this short survey to tell us about your experience.

* Was this your first time at a West Coast Chamber event?

Yes

No



Next



MONITOR SUCCESS

Survey

* How likely is it that you would recommend this event to a friend or colleague?

Not at all likely Extremely likely

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Please provide a brief explanation supporting your rating above.

What would've been nice to know beforehand?

How did you hear about this event?

- Facebook
- Chamber Website
- Chamber Email
- Fellow Chamber Member
- Chamber Staff
- Other (please specify)

What would you do, if anything, to improve this event?



✓ MONITOR SUCCESS

You Asked, We Delivered



YOU ASKED, WE DELIVERED

You've asked for more Q&A time, easier parking, and more networking time at our Breakfast with our Congressman Bill Huizenga event, and we're making that happen. We're excited to announce a new format for this year's breakfast, complete with two facilitators to get your questions asked and answered, and free valet parking. Have questions for the Congressman? Pre-submit them when you register or fill out a card out at the event. Details online.

[GET DETAILS](#)



YOU ASKED, WE DELIVERED: BREAKFAST IS MOVING

When the new season of Wake Up West Coast begins in September, we'll be greeting you in a bold new space: the Holland Civic Center. You've asked for more convenient parking and more room to network before and after breakfast, and we're delivering on all fronts. Visit our website for details on our kick-off event!

[DETAILS](#)



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE

✓ MONITOR SUCCESS

Post Event Report (PER)

Annual Meeting Post Event Report

Program Year	2016/2017	2017/2018	2018/2019
Date	9/16/2017	9/29/2017	9/28/2018
Presenter	Laura Vanderkam	Dave Zilko	Richard Montanez
Topic	168 Hours: Succeeding at Work and Life, 24/7	Irrational Persistence/Thrive	Inspire the Fire
Location	Laketown Golf & Conference Center	Yacht Basin Marina	Civic Center
Registered	607	494	586
Attendance	N/A	429	531
% of No Shows	N/A	13%	9%
NPS Score (Goal is 70)	50	70	81
Sponsors	BCBS / Various	BCBS / Various	BCBS / Various
Ticket Price	Member \$40 / Non Member \$70	Member \$45 / Non Member \$70	Member \$55 / Non Member \$70
Cost Per Person	\$ 53.53	\$ 61.78	\$ 92.55
Sponsorship Revenue	\$ 61,000.00	\$ 87,000.00	\$ 93,810.00
Registration Revenue	\$ 25,185.00	\$ 8,290.00	\$ 16,105.00
Total Revenue	\$ 86,185.00	\$ 95,290.00	\$ 109,915.00
Total Expenses	\$ 32,491.00	\$ 30,519.16	\$ 54,235.84
Net Revenue	\$ 53,694.00	\$ 64,770.84	\$ 55,679.16
Budget Net Rev. Goal	\$ 29,958.50	\$30,478.50	\$38,630.00
Event Planner Notes:	Parking was a challenge. We secured a shuttle service and hardly anyone used it, they parked along side of road and walked. Corporate Live was great! Venue too small and far.	Logistically everything worked out holding this event in a Boat storage barn! Staging, Décor, Theming was great. Videos shown at event were a hit. Beechwood Grill food was delicious. Everyone loved Dave	Ambassador Huddle pre-event is effective. Pre-event exclusive for gold sponsors huge hit, Flight plan earlier & communicated at event, all presentations should be "Ted Talk" style
Attendee Likes & Opportunities:	Likes: Guest Speaker was funny and had good message, good networking time, liked family style food served. Opportunities: More Parking, New Venue, Better Food	Likes: Meet and Greet VIP event (sponsors said), great bbq lunch cooked on site, videos / lots of screens to see, entertaining keynote. Opportunities: More Parking, Bigger Venue, Chicken was good but hard to eat	Likes: Inspiring stories shared, the atmosphere/theme seen throughout, well organized, lots of parking! Opportunities: Room was too cold, add more networking time



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE


 MONITOR SUCCESS**Post Event Report
(PER)****Annual Meeting Post Event Report**

Program Year	2016/2017	2017/2018	2018/2019
Date	9/16/2017	9/29/2017	9/28/2018
Presenter	Laura Vanderkam	Dave Zilko	Richard Montanez
Topic	168 Hours: Succeeding at Work and Life, 24/7	Irrational Persistence/Thrive	Inspire the Fire
Location	Laketown Golf & Conference Center	Yacht Basin Marina	Civic Center
Registered	607	494	586
Attendance	N/A	429	531
% of No Shows	N/A	13%	9%
NPS Score (Goal is 70)	50	70	81




 MONITOR SUCCESS**Post Event Report
(PER)**

Ticket Price	Member \$40 / Non Member \$70	Member \$45 / Non Member \$70	Member \$55 / Non Member \$70
Cost Per Person	\$ 53.53	\$ 61.78	\$ 92.55
Sponsorship Revenue	\$ 61,000.00	\$ 87,000.00	\$ 93,810.00
Registration Revenue	\$ 25,185.00	\$ 8,290.00	\$ 16,105.00
Total Revenue	\$ 86,185.00	\$ 95,290.00	\$ 109,915.00
Total Expenses	\$ 32,491.00	\$ 30,519.16	\$ 54,235.84
Net Revenue	\$ 53,694.00	\$ 64,770.84	\$ 55,679.16
Budget Net Rev. Goal	\$ 29,958.50	\$30,478.50	\$38,630.00





✓ MONITOR SUCCESS

Post Event Report (PER)

Event Planner Notes:	Parking was a challenge. We secured a shuttle service and hardly anyone used it, they parked along side of road and walked. Corporate Live was great! Venue too small and far.	Logistically everything worked out holding this event in a Boat storage barn! Staging, Décor, Theming was great. Videos shown at event were a hit. Beechwood Grill food was delicious. Everyone loved Dave	Ambassador Huddle pre-event is effective, Pre-event exclusive for gold sponsors huge hit, Flight plan earlier & communicated at event, all presentations should be "Ted Talk" style
Attendee Likes & Opportunities:	Likes: Guest Speaker was funny and had good message, good networking time, liked family style food served. Opportunities: More Parking, New Venue, Better Food	Likes: Meet and Greet VIP event (sponsors said), great bbq lunch cooked on site, videos / lots of screens to see, entertaining keynote. Opportunities: More Parking, Bigger Venue, Chicken was good but hard to eat	Likes: Inspiring stories shared, the atmosphere/theme seen throughout, well organized, lots of parking! Opportunities: Room was too cold, add more networking time





It all lives on a...

SCORECARD



Imagine you're on a deserted island...

**WHAT DO YOU
NEED TO KNOW?**



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE



MONITOR SUCCESS

Scorecard



		West Coast Chamber Corporate Scorecard: Q1 2019-20														
		Owner	Week 1 Sept 2	Week 2 Sept 9	Week 3 Sept 16	Week 4 Sept 23	Week 5 Sept 30	Week 6 Oct 7	Week 7 Oct 14	Week 8 Oct 21	Week 9 Oct 28	Week 10 Nov 4	Week 11 Nov 11	Week 12 Nov 18	Week 13 Nov 25	
Investment	Monthly: Membership Sales per Month	Britt	August: \$4,100 / \$5,000					September: \$5,000 / \$5,000				October: \$4,500 / \$4,500				
	Monthly: Membership Sales (3 new members resulting from a prospect discovery meeting)	Keegan						September: #3				October: #3				
	Monthly: Annual New Membership. YTD actual vs budget.	Britt	August: \$53,375 / \$60,000					September: \$5,000 w / \$5,000				October: \$9,500 / \$9,500				
	Sponsorship Revenue	Britt						September: \$45,000 / \$45,000				October YTD: \$64,000 / \$64,000				
Engagement	Monthly: 1st Year Membership Renewal. dollar goal = 67% (3 months lagging).	Britt	May - 75%					June - xx%				July - xx%				
	Monthly: New Members Engaged. Goal = 80% discovery/Maximize.	Keegan	August - 85%					September - xx%				October - xx%				
	Monthly: Paid Ribbon Cuttings.	Keegan	August - 0/0					Sept - 4/2				Oct - xx/3				
	Networking Event Attendance	Keegan					Network at Lunch xx/50				Power Happy Hour xx/90				Network at Lunch xx/50	
	Networking Event Sponsorship (Goal Network at Lunch \$250 or Power Happy Hour \$500)	Keegan					Network at Lunch \$xxx / \$250				Power Happy Hour \$xxx / \$500				Network at Lunch \$xxx / \$250	
Marketing	Email - Weekly Open Rate - Combined Friday and Monday (Goal 23%)	Emily	25%	19%	30%	30%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%
	Email - Weekly Click Rate - Combined Friday and Monday (Goal 13%)	Emily	19%	15%	16%	15%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%
	Email - Monthly Prospect Email Open Rate (Goal 12%)	Caroline	18%	xx%	14%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%
	Email - Monthly Prospect Email Click Rate (Goal 12%)	Caroline	13%	xx%	8%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%	xx%
	Website - Visits to join the Chamber Page (Goal = 8)	Caroline	9	4	12	15	x	x	x	x	x	x	x	x	x	x
Finance/Admin	Monthly Revenue over Expenses to budget - Operations Total	Jodi		August - \$15,534 / \$25,779				Sept - \$xx,xxx / \$xx,xxx						October - \$xx,xxx / \$xx,xxx		
	Membership Retention Dollars - lagging 3 months (goal = 90%)	Sheri	May: 91.36%					June - xx%				July - xx%				
	Collections (goal: 90 days or more past due < 2%)	Sheri	0.82%					xx%				xx%				
Programs	# of Registrations	Colleen			WUWC 265 / 250	GA 110 / 99 LE 36 / 33	Annual Mtg 542 / 510	EOS xx / 15	WUWC xx / 225	Family Out	GA xx / 87 LE xx / 38	Mktng xx / 15	Leading Edge xx / 41	WUWC 225	GA xx / 87	
	Event NPS (First Timers/Regulars) Goal is 70	Colleen			WUWC 86/73	GA 78 / LE 40/0	AM	EOS	WUWC							



✓ MONITOR SUCCESS

Scorecard

Programs	# of Registrations	Colleen			WUWC 265 / 250	GA 110 / 98 LE 36 / 33	Annual Mtg 615/ 500	EOS xx / 15	WUWC xxx / 225
	Event NPS (First Timers/Regulars) Goal is 70	Colleen			WUWC 86/73	GA 78	AM 100 / 84	EOS	WUWC




FLIGHT PLAN

USING TOOLS TO...

- DEVELOP A PLAN
- DEFINE THE PROCESS
- DELIVER REMARKABLE EXPERIENCES
- MONITOR SUCCESS



WEST COAST WAY

www.westcoastchamber.org/the-west-coast-way



MICHIGAN

WEST COAST

CHAMBER OF COMMERCE



www.westcoastchamber.org



@Michigan-west-coast-chamber-of-commerce



@WestCoastChamber



@miwestcoastchamber



Michigan West Coast Chamber of Commerce



CONNECT WITH US



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE