

PROFESSIONAL DEVELOPMENT EVENTS

The Insiders Guide to How IABC London
Increased Attendance by More Than 230%

WHAT WORKED

Tools and resources to help manage and amp up your events portfolio

WHAT WE LEARNED

How we took average attendance from 80 attendees/year to 366/year

WHAT NEXT?

How IABC London is sustaining the success

(RIGHT)
A PACKED ROOM LIKE THIS CAN BE YOUR REALITY





AMPING UP EVENTS

From 2014-2016, IABC London was averaging about 20 people at each professional development event.

We knew we could do better - reaching more communicators for valuable learning engagement. Our potential audience was much bigger - ~130 members and an online audience of more than 500 subscribers.


For the 2016-2017, we set the objective of increasing average event attendance by 110%

We more than doubled our goal... staging eight events that saw an average attendance lift of 230%!

We went from 80 total attendees in 2015-2016 to 366 attendees in 2016-2017!

KEY TAKE-AWAYS



 International Association
of Business Communicators
London



~ Survey your members

~ Have a variety of events
(format, time, size, scale
learning/celebrating/connecting)

~ Set a goal

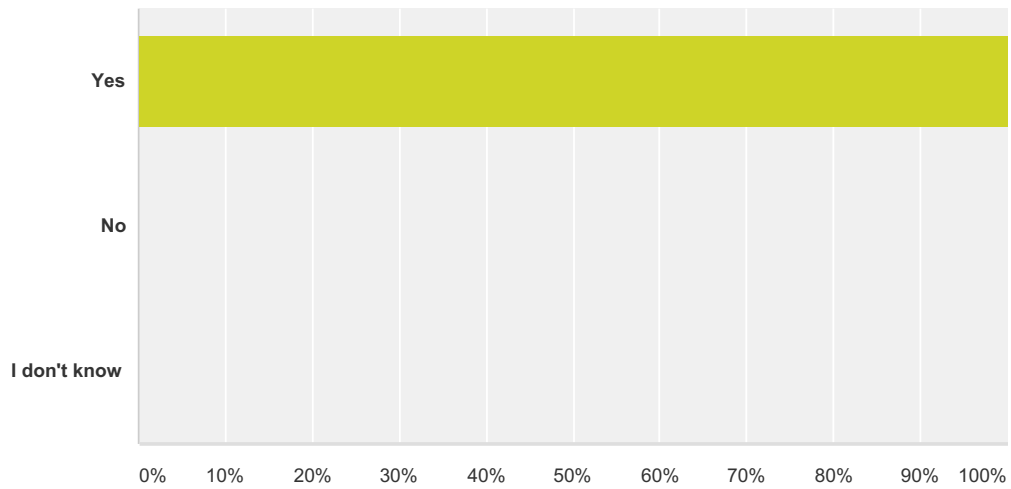
~ Track and measure

~ Have a critical path template
to follow for event organization
and promotion

~ Have your communication
channels lined up and USE
them

Q1 Have you ever attended a IABC London Professional Development event?

Answered: 10 Skipped: 0



Answer Choices	Responses	
Yes	100.00%	10
No	0.00%	0
I don't know	0.00%	0
Total		10

Q2 In the past several years of IABC London Professional Development events, which were your favourites. Please explain why in your answer.

Answered: 5 Skipped: 5

#	Responses	Date
1	My favourites are those events that provide practical, hands-on information, that I could apply in my day job.	9/23/2016 2:22 PM
2	I much prefer focused talks/presentations by one speaker as opposed to panels. While panels work sometimes, I feel that we've been relying too heavily on this format in recent years. Also, please try to bring in more senior speakers. Sometimes it's great to feature more junior communicators, there are some topics where people want to hear from someone more experienced (some experience doing talks is helpful). I really like the members-only events.	9/21/2016 2:47 PM
3	Specific examples of comms projects people did in their orgs - including templates, swipe files, lessons learned, mistakes, etc.	9/20/2016 8:59 PM
4	Measurement - with Laurie Lashbrook - important topic with leading practitioner Wanted to attend Digital Diner @ Fanshawe College - heard great things about it.	9/20/2016 10:20 AM
5	Panels - diverse opinion and perspective Speakers outside my network	9/15/2016 9:04 AM

Q3 Was there anything you would like changed about recent IABC London Professional Development events?

Answered: 5 Skipped: 5

#	Responses	Date
1	It would be nice to see an event about LinkedIn and paid advertising on social media.	9/23/2016 2:22 PM
2	I find it hard to know sometimes what me or my staff will get out of an event. What will we learn from this and how can we apply this in our jobs? Or, events for career advancement and networking help too - not just open networking events but with some planned programming.	9/21/2016 2:47 PM
3	Less general topics. More narrow, specific topics. Less emphasis on London orgs and people. More insights from people outside the city.	9/20/2016 8:59 PM
4	Every one I have been to has been worthwhile. The only suggestion I would make is to ensure there is adequate time before and/or after the speaker for networking.	9/20/2016 10:20 AM
5	Breakfast - not donuts/bagels and coffee Free parking	9/15/2016 9:04 AM

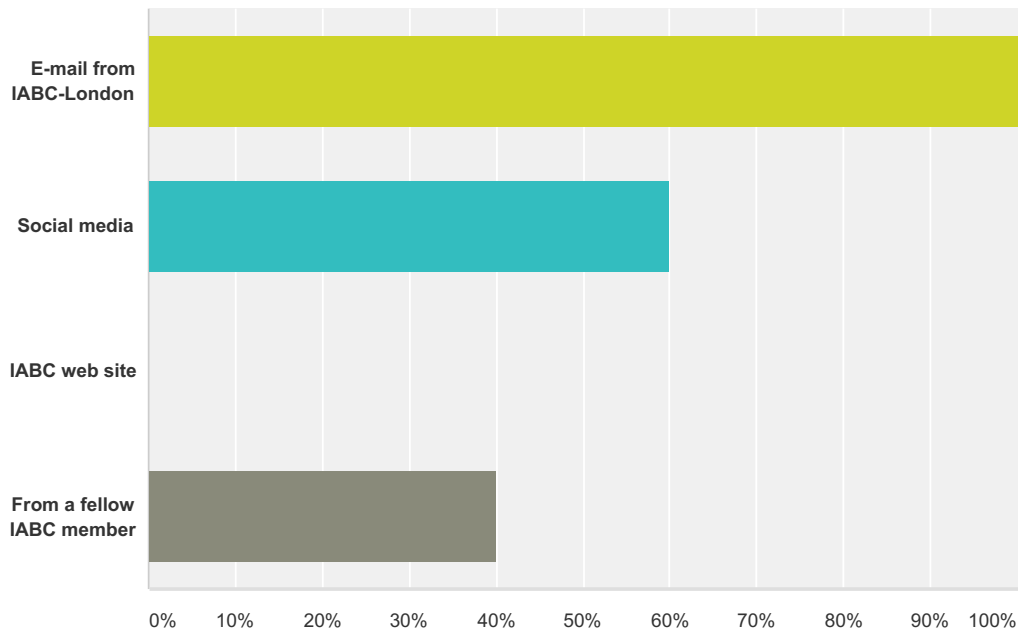
Q4 What is your favourite location for IABC events? Please explain why in your answer.

Answered: 5 Skipped: 5

#	Responses	Date
1	My favourite location is Richard Ivey School of Business because of its ample parking lot, with FREE parking.	9/23/2016 2:22 PM
2	The continuing studies location is difficult for networking and should only be used for information-heavy events. More social events should be in other locations. And the parking is not ideal. I loved when morning events had actual breakfasts! It's early in the morning to only serve some fruits and baked goods.	9/21/2016 2:47 PM
3	Downtown is convenient. Also appreciate attending events at novel locations the public wouldn't typically see.	9/20/2016 8:59 PM
4	Central or North End, just based on my home and work location (live outside the city). Continuing Studies is a very nice venue, as is Spencer Leadership Centre. It's a bonus for anywhere you don't have to pay for parking.	9/20/2016 10:20 AM
5	Spencer - nice venue, free parking, great breakfast	9/15/2016 9:04 AM

Q5 How did you find out about the latest event of IABC London you attended?

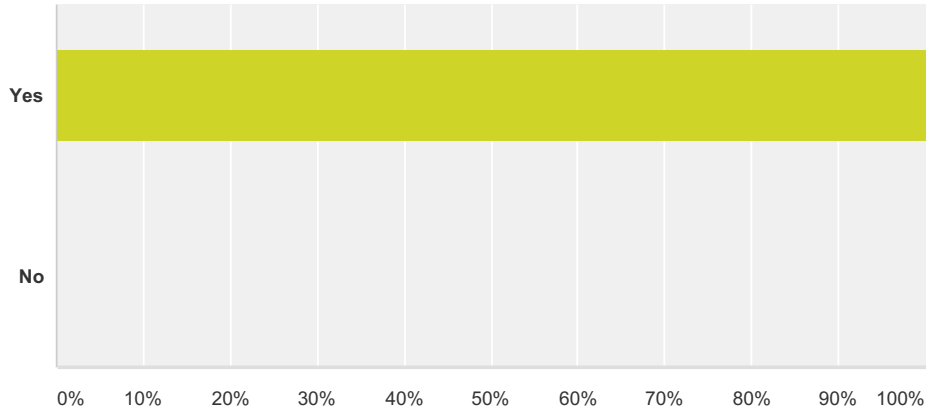
Answered: 5 Skipped: 5



Answer Choices	Responses
E-mail from IABC-London	100.00% 5
Social media	60.00% 3
IABC web site	0.00% 0
From a fellow IABC member	40.00% 2
Total Respondents: 5	

Q6 Based on your past experiences, would you invite a friend to attend a future IABC London PD event?

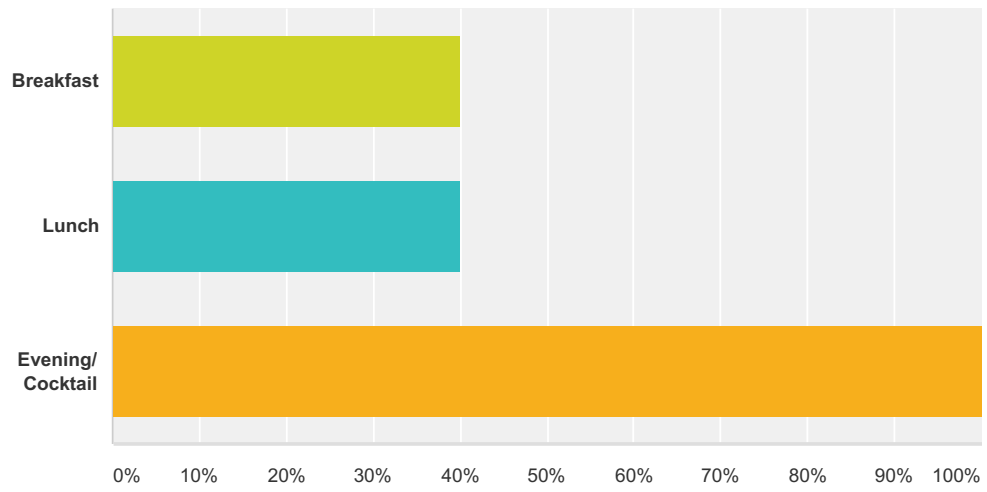
Answered: 5 Skipped: 5



Answer Choices	Responses	
Yes	100.00%	5
No	0.00%	0
Total		5

Q7 What time of day would you be most likely to attend an IABC London PD event?

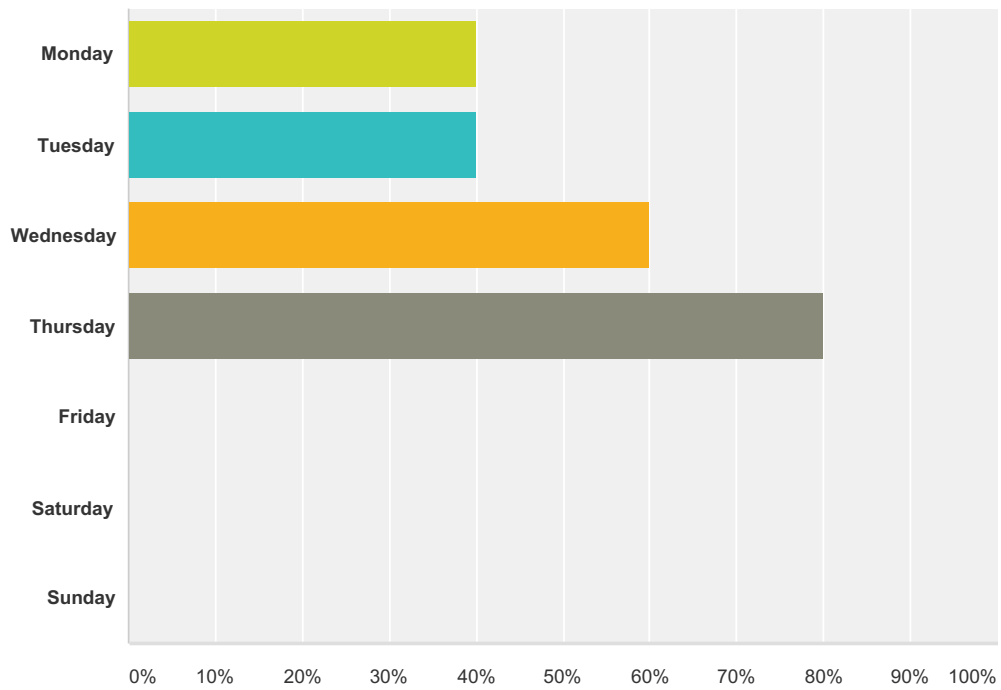
Answered: 5 Skipped: 5



Answer Choices	Responses
Breakfast	40.00% 2
Lunch	40.00% 2
Evening/ Cocktail	100.00% 5
Total Respondents: 5	

Q8 What day of the week are you most likely to attend an IABC London PD event?

Answered: 5 Skipped: 5



Answer Choices	Responses
Monday	40.00% 2
Tuesday	40.00% 2
Wednesday	60.00% 3
Thursday	80.00% 4
Friday	0.00% 0
Saturday	0.00% 0
Sunday	0.00% 0
Total Respondents: 5	

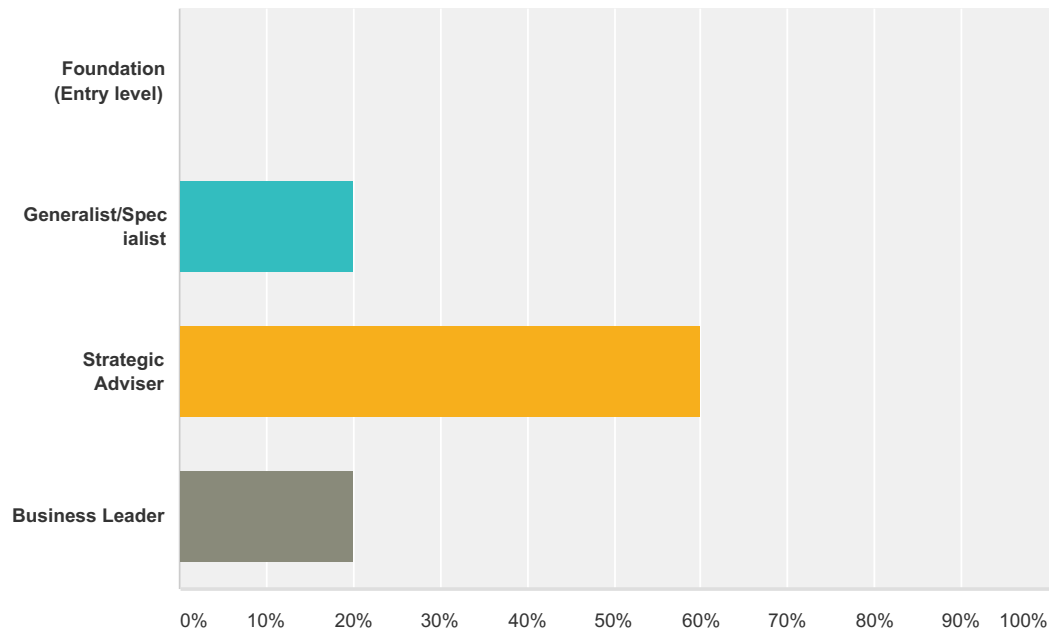
Q9 What topics, types of events, or speakers would you like to see in the future of IABC London Professional Development events?

Answered: 5 Skipped: 5

#	Responses	Date
1	Topics: LinkedIn, paid advertising on social media	9/23/2016 2:22 PM
2	PD events that have clear takeaways for professionals. There are some overall strategy topics that work well, particularly for more senior communicators (e.g. internal communications or promoting strategic communications function to leaders in your organization), but events focusing on specific tactics are also helpful. (e.g. tips for creating videos and other assets for social media). Would webinars or other formats work for those who aren't able to make it in person? Members only events for sure! Networking/social events where activities are involved... like icebreakers or competition. Like I mentioned, speakers well-suited for topic AND audience (experienced in public speaking would be helpful). Career development help for people at different stages, e.g. not just advice for people starting out but also for those making different career transitions (into management, into a different field, into a position with more influence, etc.)	9/21/2016 2:47 PM
3	Executive comms - speech writing, presentations and supporting senior leaders Lobbying. Advocacy and Government relations - insights from an experienced lobbyist or government strategist (e.g. someone involved in hot button issues like pipelines, indigenous land rights, coal and gas, etc.)	9/20/2016 8:59 PM
4	- digital marketing strategy - powerful presentations (in terms of both visuals and speaking) - branding within a big corporation (London Life or 3M) - what does brand mean and what tools do they use to stay on brand, on message	9/20/2016 10:20 AM
5	Change leadership Social media measurement Evaluation and measurement	9/15/2016 9:04 AM

Q10 What stage of your communications career are you at?

Answered: 5 Skipped: 5



Answer Choices	Responses
Foundation (Entry level)	0.00% 0
Generalist/Specialist	20.00% 1
Strategic Adviser	60.00% 3
Business Leader	20.00% 1
Total	5



International Association
of Business Communicators
London

IABC LONDON PROFESSIONAL DEVELOPMENT
COMMUNICATION PLAN

Version *1.0*
updated: 08/24/2016

TABLE OF CONTENTS

1	NEED/OPPORTUNITY.....	3
2	AUDIENCE IDENTIFICATION AND ANALYSIS.....	3
3	OBJECTIVES	3
4	MEASUREMENT OF OUTCOMES AND OUTPUTS	4
5	KEY MESSAGES FOR PROFESSIONAL DEVELOPMENT EVENTS.....	4
6	COMMUNICATION TACTICS	4

1 NEED/OPPORTUNITY

The purpose of this communication plan is to support the Professional Development portfolio of IABC London in promoting the season’s events to the association’s stakeholders. One of the key functions of IABC London is to provide educational, networking and celebratory activities at least once a month to members and non-members. This communication plan outlines the audiences and means of promoting the Professional Development events to the audiences using the available communication channels.

2 AUDIENCE IDENTIFICATION AND ANALYSIS

Audience	Attributes
IABC London members	Internal audience, members who pay annual registration to be a part of IABC London. Have a built-in expectation of monthly professional development events. Expect a discount on event registration costs as part of their membership. Primarily work in public relations, marketing, design and communication. 33% of members are students. Looking for networking, education and celebration events. IABC London has ability to email members directly. As of August 2016, there were 156 members.
Non-members of IABC London – external London community members	External audience. London professionals who are interested in networking with other professionals, and interested in educational professional development sessions. They could have an in-built interest in a particular topic or speaker due to employee or organization affiliation... or could be interested in a particular topic due to educational desires. Attendees at professional development events are a key audience for prospective membership recruitment. They could have an awareness of IABC London and follow the association’s communication channels, or be completely external and learn about events through the speaker/speaker’s organization or through external communication channels. Most would be working professionals in the London area as well as students.

3 OBJECTIVES

The following are the overall objectives for the IABC London Professional Development portfolio in the 2016-2017 season:

1. Host a monthly Professional Development event throughout the season, with a variety of speakers/topics that appeal to all levels of membership.
2. Maintain a balanced budget for the portfolio for the season.
3. Increase attendance at the monthly Professional Development sessions, growing total attendance for the year by 10%, and increase attendance by non-members by 5%.

4 MEASUREMENT OF OUTCOMES AND OUTPUTS

1. Measure whether members found events relevant and appealing by conducting a post-season survey.
2. Analyze portfolio's budget at the end of the season to establish whether a balanced budget was met.
3. Measure attendance at Professional Development events for the season to determine if a 10% increase in attendance was met and if a 5% increase in non-member attendance was met.

5 KEY MESSAGES FOR PROFESSIONAL DEVELOPMENT EVENTS

1. IABC London events are affordable, relevant and support members' and non-members' interests in learning, networking and celebrating/socializing.
2. IABC London events offer a variety of topics that appeal to members at all career and life stages.
3. IABC London invites input from members into what topics and speaker appeal to their interests.

6 COMMUNICATION TACTICS

The following tactics will be used for each Professional Development event to support the communication objectives and reach the audiences:

1. Chapter Administrator sets up event registration on IABC London's event registration platform (Karelo)
2. Web Liaison posts event on IABC London website using event description written by Professional Development team
3. Social Media Liaison shares event on IABC London social media channels using messaging written by Professional Development team, with all board members and liaisons to rebroadcast
4. Email-Blast sent by Chapter Administrator using messaging written by Professional Development team
5. Brief Connect Newsletter article promoting event written by Professional Development team sent to Connect liaison
6. Community Outreach Liaison sends posts event to external community event listings

PROFESSIONAL DEVELOPMENT EVENT CRITICAL PATH

- set price
- Confirm topic/date
- Book venue: confirm max number of participants/seats
- Speaker(s) signed on
- Set event budget/catering details
- Create event images
- Write event description
- Get speaker(s) bio/photo
- Determine registration closing date and communicate to Chapter Administrator

Communication (see PD communication plan for reference)

- schedule and record Facebook Live promotional video
- Chapter Administrator sets up event registration on IABC London's event registration platform (Karelo)
- Web Liaison posts event on IABC London website using event description written by Professional Development team
- Social Media Liaison sets up event on Facebook page
- Social Media Liaison shares event on IABC London social media channels using messaging written by Professional Development team, with all board members and liaisons to rebroadcast - including Facebook event
- Email to board and liaisons telling them to promote event
- Email-Blast sent by Chapter Administrator using messaging written by Professional Development team
- Brief Connect Newsletter article promoting event written by Professional Development team sent to Connect liaison
- Community Outreach Liaison posts event to external community event listings
- FB/Twitter/LinkedIn ads

Post-Event

- Write thank you note for speaker(s)
- Review post-event Connect write-up with communications committee
- Send photos to Communications Committee/Social Media Liaison

IABC London Professional Development - Event checklist

Pre-season

- Establish season line-up
- Start asking speakers
- Explore possible venues
- Form PD committee
- Review PD communications plan

Pre-event

- Confirm topic/date
- Book venue: confirm max number of participants/seats
- Speaker(s) signed on
- Set event budget/catering details
- Write event description and verify with speakers
- Get speaker bio/photo
- Get preferred charity from speaker
- Determine registration closing date and communicate to Chapter Administrator
- With PD committee assign:
 - name tag printing (Admin should send the registration list for the event once registration closes)
 - registration table
 - welcome/introduce speaker
 - wrap-up IABC key messages speech
- **Communication (see PD communication plan for reference)**
 - Chapter Administrator sets up event registration on IABC London's event registration platform (Karelo)
 - Web Liaison posts event on IABC London website using event description written by Professional Development team
 - Social Media Liaison shares event on IABC London social media channels using messaging written by Professional Development team, with all board members and liaisons to rebroadcast
 - Email-Blast sent by Chapter Administrator using messaging written by Professional Development team
 - Brief Connect Newsletter article promoting event written by Professional Development team sent to Connect liaison
 - Community Outreach Liaison posts event to external community event listings
 - Confirm with communications committee assignment of event correspondent for Connect
 - Confirm social media correspondent for event

Post-Event

- Write thank you note
- Review post-event Connect write-up with communications committee
- Send photos to Communications Committee/Social Media Liaison
- Make donation

IABC London Speaker Registration Form

This form will help us to make your experience as a speaker/presenter with IABC London as smooth as possible. Thank you for taking the time to fill it out.

*Required

1. Name *

2. Title/Role

3. Organization/Affiliation

4. Mailing Address *

5. Email Address *

6. Phone Number *

7. Speaker Biography *

8. Will you require any audio-visual equipment (projector/screen, laptop, etc). Please explain your needs

9. I give permission to IABC London to share a PDF version of my presentation slides to all participants *

Mark only one oval.

Yes

No

10. I give permission to IABC London to video record my presentation and make it available to members only after the presentation *

Mark only one oval.

Yes

No

11. I give permission to IABC London's members and attendees to share content of my presentation on social media *

Mark only one oval.

Yes

No

Powered by



IABC London - Professional Development Events

Event Date	Event Time	Location	Event Topic	Speaker(s)	Attendance breakdown	Financial Summary
Year 2016-2017						
September 20, 2016	17:30	Innovation Works	Why Innovation Matters	Michelle Baldwin, Pillar Nonprofit Network	35 attendees – 11 comp (31.4%) 16 members (46%) 10 non-members (29%) 9 students (26%)	190.15 profit
October 28, 2016	7:30-9am	Aroma Restaurant	When PR Gets Frightening: Crisis Communication	- Constable Sandasha Bough, Corporate Communications &	64 attendees – (55% members, 27% non-members, 19% students)	154.85 profit
Nov 25, 2016	07:30	Western Continuing Studies	Black Friday Special - Trends and Technologies in Communication with Carmi Levy - All Gift of Communication	Carmi Levy	39 attendees – (54% members, 20% non-members, 26% students)	516.62 profit
December 1, 2016	17:00	Fanshawe College	The Merriest Monday Ever - IABC London's Holiday Social	n/a	28 attendees – (82% members, 18% students)	311.14 profit
December 12, 2016	18:00	Ivey Spencer	The anatomy of a healthcare marketing campaign: SickKids "VS."	Lori Davison, SickKids Foundation Peter Ignazi and Carlos Morer	109 attendees – 31 Members (28%), 46 non-members (42%), 11 students (10%), 23 LRFP (21%)	328.05 profit
January 2017	17:30	Pathways Skills Centre	The best of "The Best of the Best" - Perfecting Your Communications Plan and Virtuoso	Lori Davison, SickKids Foundation Peter Ignazi and Carlos Morer	34 attendees – 25 Members & students (74%), 9 non-members (26%)	55.8 loss
February 2017	07:30	Western Continuing Studies	IABC HEARTS STUDENTS - a crash course in connecting with your community	Laura Dockstader and Renee Sweeney, St. Joseph's Health	21 attendees – 11 Members (52%), 3 non-members (15%), 7 students (33%)	34.17 loss
March 28, 2017	18:00-20:00	TapRoot, at the Root Cellar	The Gold Standard for Crisis Communication	Jeff Pastorius	36 attendees – 11 Board (31%), 12 Members (33%), 8 non-members (22%), 5 students (14%)	406.46 loss
April 20, 2017	17:30	Pathways Skill Development		Linda Smith, SmithComm		

Financial Overview - Professional Development - 2016/2017

Month	Topic	# of Attendees	Attendees	Members	Non-Members	Students	Revenue	Expenses	Profit/Loss	Year to Date	
September	Why Innovation Matters - Michelle Baldwin	35	11	16	10		9 \$490				
	Food							242.24			
	Coffee							42.61			
	Speaker Gift							15			
	Total	(45% members,						490	299.85	190.15	190.15
October	When PR Gets Frightening - Crisis Comms	64	18	35	17	12	\$1,135.00				
	Food							\$862.55			
	Speaker Gifts							\$60.00			
	Candy							\$18.06			
	Labels							\$39.54			
	Total	(55% members,					\$1,135.00	\$980.15	\$154.85	345	
November	Trends in Technology	39	11	21	8	10	\$630.00				
	Food							\$55.77			
	Coffee							\$42.61			
	Speaker Gifts							\$15.00			
	Total	39 attendees					\$630.00	\$113.38	\$516.62	861.62	
December	Merriest Monday Ever - Holiday social	28	1	23	5	0	\$675.00				
	Food/Location							\$363.86			
	Total	(82% members,					\$675.00	\$363.86	\$311.14	1172.76	
January	The Anatomy of a Healthcare Campaign: SickKids VS	109	14	16 members		10	\$2,425.00				
	Room Fee							\$150.00			
	Food							\$1,240.98			
	Coffee							\$101.70			
	Speaker Gifts							\$50.00			
	Audio/Visual							\$554.27			
	Total	(28%), 46 non-					\$2,425.00	\$2,096.95	\$328.05	1500.81	
February	Virtuoso Entry	34	25	25	9		\$90.00				
	Food							\$58.19			
	Coffee							\$42.61			
	Speaker Gifts							\$45.00			
	Total	25 Members &					\$90.00	\$145.80	-\$55.80	1445.01	
March	IABC Hearts Students - A Crash Course on Connecting with Your Community	(52%), 3 non-		11	3	7	\$315.00				
	Room & Catering							\$349.17			
	Total						\$315.00	\$349.17	-\$34.17	1410.84	
April	The Gold Standard for Crisis Communications	12 Members	11	12	8	5	\$680.00				
	Room Fee							\$150.00			
	Food							\$292.80			
	Coffee							\$21.30			
	Speaker Gifts							\$50.00			
	Audio/Visual							\$572.36			
	Total						\$680.00	\$1,086.46	-\$406.46	\$1004.38	