



2021 Chapter Management Awards Work Plan

Chapter: IABC Victoria

Category: Events

Division 1: Large chapters

About IABC Victoria

With 211 financial members (as at 3 February 2021), and a non-member peer network of over 800 communication professionals, IABC Victoria (Australia) is the largest IABC chapter outside of North America and the fifth largest chapter globally – a distinction we value highly and work incredibly hard to preserve.

We're a very eclectic and vibrant group of communication professionals in terms of the range of disciplines our members practice across the communication spectrum, and the range of communication practitioner types and interests our chapter represents and needs to cater to. Many of our members work for multi-national companies, top tier banks, boutique consultancies, creative agencies, infrastructure businesses, not-for-profits and local, state and federal government authorities. The chapter also serves the needs of students at local universities across Victoria.

The 'market' in relation to professional organisations that support the communication function is well contested in Victoria. A very active and well established chapter of PRIA (the Public Relations Institute of Australia) is the most obvious competitor for individual members, although competition also comes from Page (Arthur W. Page Society), Australian Marketing Institute, Gartner (formerly CEB) and the Centre for Corporate Public Affairs. As such, it's imperative that our local brand is strong, and that we deliver diverse and tailored content, professional development programs and networking and connection opportunities that meet the needs of our varied membership.

Key to our central purpose of keeping the IABC and our chapter brand strong, and taking a leadership role in the development and evolution of our profession is a strong focus on building relationships with partners and sponsors who can provide us with either financial or in-kind support to enable the delivery of our events, professional development activities, content creation and promotional campaigns.

The value of IABC Victoria events

IABC Victoria events are the most effective marketing channel for our chapter. They provide attendees with a valuable opportunity to form connections. Due to the COVID-19 pandemic the need for connectivity was even greater with many younger professionals living and now working from home on their own.

In 2020, the COVID-19 pandemic created a seismic change in how we ran our events. The use of digital technology became our norm, and was critical to achieving our chapter's goals to bring people together to create connection and memorable, unique experiences, that credibility translates into new members and IABC brand advocates.

Our research also demonstrates that over 90% of our members would invite a friend to attend a future IABC Victoria event based on their past experience/s. Both of these outcomes propel IABC forward as the peak association for business communication professionals.

Goals and objectives

The IABC Victoria Board year runs from late February. We meet for a half-day strategy meeting in early March to focus on what the board wants to accomplish during the upcoming year. These goals and objectives were set during this meeting.

OUR OVERARCHING GOAL

To develop strategic communication professionals and create connections by delivering a relevant and interactive program of events that meets the needs of IABC Victoria members and partners.

OUR OBJECTIVES

1. Provide networking opportunities for members by delivering a series of 'mingle events', with an attendance rate of 80% based on those registered to attend events.
2. Deliver a variety of events for members and non-members in 2020 that achieve an overall 80% attendance (based on tickets sold) and satisfaction rating.
3. Build on membership and partner value by engaging one member and one partner to host events that achieve an overall 80% attendance and satisfaction rating.
4. Achieve a 'break even' or better financial outcome for all events



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Budget

At IABC Victoria our aim is to ensure our events (with the exception of our free member-only mid-week mingles), are cost neutral or revenue positive. This year we adapted our pricing to cater for the online environment. We believe our pricing was appropriate as we made a profit on each event.

Member and non-member pricing demonstrated the value of membership. All events were made available to all IABC Victoria members, non-members and students.

Prices charged for online events:

- \$15 members
- \$25 non-members
- \$10 students

Total event revenue outcome for our 2020 events was \$5088.00.

The budget for gifts for our event presenters was this year allocated to their nominated charity, which was well received by the presenters themselves.

Implementation

OUR RESEARCH

IABC Victoria board distributes a member survey every few years to gather opinions, comments, and feedback from IABC Victoria members and subscribers. The results from these surveys are critical in helping us plan an annual events calendar that meets member and prospective member needs. The survey asks respondents to rank a list of potential event topics or trends and provide their ideas for other topics or trends of interest. In addition, respondents are asked for their feedback on logistics such as event location, time of day they're most likely to attend, day of the working week they'd most likely attend and which style of event they prefer. An infographic with an overview of our research results is included in the work sample.

The results of our member surveys are used to plan our annual events calendar; enhancing membership value for both members and prospective members and increasing the likelihood we would meet our satisfaction objectives. The results of the 2019 survey have also been used to develop a calendar of events for 2020.

In 2020 our events aimed to:

- advance our profession
- create connection
- develop strategic communicators
- be held every 5-6 weeks
- be varied in event styles and types eg: panels, debates, interactive, to suit the current climate
- consider our volunteer board members and not be held in the same week as Board meetings
- leverage attendee feedback for promotion and marketing as well as for continuous improvement
- respond to the COVID-19 pandemic and the impact this may have on members and non-members.

IABC Victoria asks attendees for feedback after each event to gather views and opinions on their event experience, including satisfaction with an event topic, speaker, venue, time allocation and catering. We also take the opportunity to ask attendees how they found out about the event and whether they're members of IABC Victoria. Non-members are asked if they would consider joining IABC and whether they'd like more information about our association. The chapter will always follow-up with prospective members in an effort to increase our membership.

EVENT MANAGEMENT

IABC Victoria events are a critical component of our value proposition, delivering professional development and networking opportunities that contribute to industry knowledge and dialogue and build relationships with and between members and non-members. Our approach to events, in line with our values, is to foster thought leadership, engagement, fun and a sense of belonging among our members and broader professional community. The majority of



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IABC Victoria events are open to members, non-members and students, with the exception of our free networking mid-week mingles, which are only open to members and marketed as an exclusive member benefit.

In order to deliver events successfully and consistently, we have created comprehensive event management templates that we use to ensure a uniform approach is adopted to plan an event, from its infancy right through to its delivery, including promotion. The event planning checklist includes the activities required to successfully deliver an event including event preparation, event day and post event activities. It also ensures responsibilities can be shared across the board. The event brief helps us to ensure events are communicated via our owned and earned channels in a timely manner to drive awareness and sales; the IABC Victoria Executive, Events and Brand & Communication Chairs have oversight on what is being communicated about our events externally; and that the appropriate checks and approvals are obtained prior to any external communication to promote accuracy and ensure we're following industry best practice. Both documents are circulated to all board members to ensure they are across responsibilities. Both the event planning checklist and event brief are included in the work sample.

PROMOTION

IABC Victoria uses email to announce events, as well as the chapter website and social media platforms (LinkedIn and Twitter). We have a large following on social media which allows us to promote easy-to-consume content where our audiences spend most of their time. We promote our events at least six weeks prior to the scheduled date although most people still wait until the last minute to register to attend. Email marketing and social media posts are sent out weekly informing people of the event which includes a description of the topic, information about the presenter/s, location, time and registration fees. A final reminder is sent a day or two prior to the event and this usually increases last minute registrations. See work sample for examples of our promotional collateral.

Measurement

At the conclusion of each event (with the exception of our free member-only mid-week networking mingles), participants are emailed a brief survey to obtain their feedback. The purpose of the survey is to capture their overall satisfaction with the event experience, including event speaker, venue, time allocated for the event and catering. The survey allows participants to provide a rating between 1 (poor) and 5 (excellent) and allows for free-text comments where participants can provide any additional feedback. The results are shared with the board at the next board meeting to assist with planning future events. The feedback we've gathered has been overwhelmingly positive and many have taken the time to provide constructive suggestions about how we can improve our events.

- Key learning's from each event was considered and implemented for each subsequent event.
- Feedback from attendees was 80% positive
- Number of attendees at paid events exceeded 80% of registrations
- Budget outcome exceeded expectations at year-end.

Results

IABC Victoria successfully met the event goals and objectives set by its board for 2020 as follows:

Objective	Result
Provide networking opportunities for members by delivering a series of 'mingle events', with an attendance rate of 80 % based on those registered to attend events.	<p>Delivered five events with four held online due to the COVID-19 pandemic. The energy at these events and subsequent feedback was extremely positive and also feedback indicated that it was rewarding for Board members who hosted the events.</p> <p>Delivered eight events that varied in topic and style including finance, identified as a key business skill, not held by many communicators.</p> <p>Total: 320 attendees Event attendance: average- 40 attendees per event.</p> <p>All expert facilitators provided their services to IABC Victoria in-kind.</p>
Achieve a 'break even' or better financial outcome for all events	Total event revenue outcome was \$5088.00 exceeding budget expectations given the move to online events.



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Deliver a variety of events for members and non-members in 2020 that achieve an overall 80% attendance (based on tickets sold) and satisfaction rating.	Total: 320 attendees Event attendance: average - 40 attendees per event. Attendance and satisfaction rate achieved based on the feedback received
Build on membership and partner value by engaging one member and one partner to host events that achieve on overall 80% attendance and satisfaction rating.	Member: Sketch group, sketched at our mingle event. Partner: Committee for Melbourne to host a stakeholder event with more than 147 attendees representing 94 organisations. Attendance and satisfaction rate achieved based on the feedback gathered.

LIST OF 2020 EVENTS

- The Great Debate**
Everything is fair game in communication, Panel discussion (face-to-face) – February. 45 tickets sold.
- What it takes to make your enterprise social network stick**
Rita Zonias, experienced corporate communications practitioner and social media advisor – May. 26 tickets sold.
- Strategic networking for business**
Janine Garner – best-selling author of *It's Who You Know, From Me To We* and her latest book *Be Brilliant – how to lead a life of influence*, available in bookstores around the world – April. 14 tickets sold.
- Get video smart**
Julian Mather – videographer – May. 30 tickets sold.
- Time to get some financial nous**
Partnered with the Director of Enindico, Matt Gaffney – September. 5 tickets – free introductory event.
- What value do you add?**
Deb Camden is the innovator behind The Communication Dividend, a new best-practice data and analytics firm that empowers communication professionals to prove their value – 16 tickets sold.
- Breakthroughs in Stakeholder Engagement**
Partnered with Committee for Melbourne – 147 people attended the forum, representing 94 organisations.
- Healthscope and COVID-19** – The story of a corporate affairs team stretched to the limit
Julia Foley, Chief Corporate Affairs Officer at Healthscope – September. 37 tickets sold.

The chapter held networking events for our members:

- Mingle - March - face to face
- Grab a wine and get online - April - partnership with Sketch group
- Grab a wine and get online - July
- Grab a wine and get online- August
- Grab a wine - October

Average attendance at these mingle events was 10.

KEY HIGHLIGHTS

- Delivered an annual calendar of 13 events that ranged from networking for members, case studies, finance, and personal development, with all but two events delivered online in response to the COVID-19 restrictions.
- Donations made to four charities, nominated by our event presenters, in exchange for what normally would have been a gift for them personally. This was highly regarded by our presenters.
- Partnered with Committee for Melbourne for a community and stakeholder engagement webinar on the discussion: Breakthroughs in Stakeholder Engagement. Julie Castle, Managing Director at Struber, Deb Ganderton, CEO of The Greater Metropolitan Cemeteries Trust, and Kris Daff, Managing Director, Assemble presented their respective breakthrough moments for engagement. A graphic recording synthesised information and captured the discussion in real-time to create a beautiful visual and curated highlights reel. Attended by more than 140 members representing 94 organisations.
- Maintained an events calendar that mapped events in advance ensuring regular and varied events were on offer monthly.