



**International Association
of Business Communicators
NSW**

2018 Chapter Management Awards – WORK PLAN

Chapter: IABC New South Wales

Category: Sponsorships

Division 2: Medium Chapters

Introduction

IABC NSW is a growing medium sized chapter that serves the Sydney region. The chapter has 141 members and regularly receive 80-100 people to events. The Board endeavors to deliver high-quality programs that are cost-effectively administered to members. With a price point of \$30 for members and \$60 for non-members. All events will include networking where food and drink are provided.

In 2015 the chapter produced a loss of (937.83) in the financial year with member numbers sitting at 65. In 2016 the chapters revenue from sponsorship was \$0 and revenue from events \$2,704.00. The cost of events for members was \$70 and non-members \$100.

In 2016 a new board was put in place with the vision to create high quality events at competitive prices for our members funded by a sponsorship framework that included a recruitment company and educational institution.

Goals

The following goals guided our sponsorship efforts in 2017 and 2018:

- Goal #1: Offer sponsorship that adds value by providing opportunities that are mutually beneficial to the Chapter and sponsors.
- Goal #2: Demonstrate value to sponsors by delivering a return on their investment with IABC New South Wales

Objectives

- Objective #1: Secure leading Sydney Corporate Affairs Recruitment Company Salt and Shein and offers a \$4,500 sponsorship opportunity
- Objective #2: Secure the University of Technology Sydney which offers two of Australia's leading post graduate degrees (Masters of Comms Management and Executive Masters of Strategic Comms) to sign a memorandum of understanding
- Objectives #3: Sponsorship allows the chapter to be in a better financial position to lower event prices and improve member value.

Budget

Our sponsorship strategy does not incur any cost to the Chapter.

Implementation

Recruitment, educational and technology sponsor plan and execution:

Given the importance of this sponsorship plan the board's President and a senior member of the board were responsible for securing the sponsorship and then managing the relationships.

Salt and Shein Sponsorship:

The board's Vice President at the time was responsible for securing the recruitment sponsorship. It was decided by the board to approach Sydney's leading corporate affairs recruitment agency Salt and Shein. A sponsorship package was written and signed off by the board. This included a proposed \$4,500 investment from Salt and Shein. In return for this investment they would receive:

Value for Salt and Shein:

Advertising:

- Logo on website page* - opportunity to expose your brand to 4,000 communicators
- Logo on event email promos – avg 30 emails per year
- Advertising on LinkedIn blogs – 20 blogs last year
- Pull up banner at event – avg of 30 people per event
- 4 social media post or acknowledgments from IABC – Twitter, 1076 followers

Events:

- Either introduction or Vote of thanks
- Acknowledgement by Master of Ceremonies
- Prior day list of attendee names
- Four complimentary registrations to events both member and non-member
- Four complimentary registrations to our major event
- Opportunity to be part of a speaking panel at one event

Benefits for the IABC:

- Ability to promote to sponsor's clients
- Recommendations on speakers – and introduction to those people
- Offset cost of catering/venue hire so we can continue to add value to members

University Technology Sydney memorandum of understanding (MOU) – not a financial sponsorship

A Senior Member of the board was responsible for securing an MOE with a Sydney educational institution. It was decided by the board to approach the University of Technology Sydney. As the dean of their Masters of Communication was Jim Macnamara, a Distinguished Professor of Public Communication and author.

IABC NSW will endeavour to provide the UTS School of Communication with the following:

- UTS to be acknowledged as 'Proud Partner' of the IABC NSW, including acknowledgment on the IABC NSW's website and verbally at IABC NSW events, when possible

- IABC NSW to promote UTS's internship program to its member base, where possible
- IABC NSW board members to provide guest lectures for the UTS School of Communication where possible, or help source guest lecturers from its member base
- IABC NSW board members will endeavour to make themselves available to provide counsel to UTS School of Communication academics when requested
- Opportunity for UTS School of Communication academics to provide communications materials to the IABC NSW for use in member communications where appropriate, e.g. to promote the new Executive Masters.

In return, UTS School of Communication agrees to:

- UTS School of Communication will enroll all 2019 Master of Arts in Communication Management Executive Masters students as IABC NSW members for the discounted student rate of \$49 each per annum
- UTS School of Communication will endeavour to promote the IABC NSW, and its events, to Executive Masters students, where appropriate
- UTS School of Communication academics will endeavour to provide 'sneak previews' of their major research findings to IABC NSW members
- UTS School of Communication academics to endeavour to make themselves available to participate in IABC NSW events, etc.

Both Salt and Shein as well as UTS agreed to the proposals and engaged in a relationship with the NSW Chapter.

Sponsor Management:

Once the agreements had been put in place it was the responsibility of the VP of events and Vice President to manage the agreements and make sure regular dialogue occurred between both sponsors as well as the execution of the tactics within the agreement.

Measurement

Progress was measured throughout the year to determine if we were on track to accomplish four specific objectives. The Chapter met or exceeded each objective. At the end of financial year 2017/18 total income had reached \$21,073.55 (\$4,500 sponsorship, \$10,809.30 events, \$5,258.15).

Results:

Objectives		Results
1	Secure leading Sydney Corporate Affairs Recruitment Company Salt and Shein and offers a \$4,500 sponsorship opportunity	Sponsorship with Salt and Shein secured from both FY 17 and 18 resulting in payment of \$4,500.
2	Secure the University of Technology Sydney which offers two of Australia's leading post graduate degrees (Masters of Comms Management and Executive Masters of Strategic Comms) to sign a memorandum of understanding	MOU agreed upon with UTS. This has allowed UTS researched to be presented to IABC events. Board members to be guest speakers at UTS Communication classes, building the associations brand to the next generation. Board members were also part of the advertising campaign for UTS's new Executive Master's Program.
3	Sponsorship allows the chapter to be in a better financial position to lower event prices and improve member value	This allowed the chapter to invest in better price for members as well as invest in better food, drink and venues. Ticket prices for members reduced by 57% and non-members by 40%. This has resulted in in income from events increasing by 300% and membership increasing by 30%. Total income has increased by 166% while net assets have increased by 135%.

Attachments

Work Sample Document 1: Salt and Shein Sponsorship Plan

Work Sample Document 2: University Technology Sydney memorandum of understanding

Work Sample Document 3: Sample Invoice – Salt and Shein