



**IABC/Tulsa – 2018 Chapter Management Awards Entry**  
**Category: Chapter Events**

## **WORK PLAN**

IABC/Tulsa has consistently proven itself to be one of the premier professional organizations for Tulsa-area communicators with all of the capabilities of any larger metropolitan chapter. The chapter is focused on providing value to members through high-profile professional development events and unique networking opportunities.

While the majority of our members are internal communicators, we understand the importance of appealing to the needs of other members and potential members as well (i.e. public relations, marketing, community relations, event planning, consulting, etc.). In 2017/18, we were able to accomplish this through creative networking events and a professional development program of dynamic topics featuring subject matter experts and thought leaders from the Tulsa area and beyond including leadership communication guru Marsha Petrie Sue; founder of Spin Sucks, Gini Dietrich; award winning writer and blogger Sasha Martin; founder of Red Cape Revolution, Darcy Eikenberg and many more.

## **GOALS AND OBJECTIVES**

The executive board for IABC/Tulsa serves two-year board terms. The current board will serve through August 2019. Goals are set and evaluated each year at our annual board retreat, a full-day orientation/planning session held each August that allows us time to focus on what we want to accomplish for the upcoming term. We use the IABC 1720 Strategic Framework as the foundation for our goal discussions to make sure our strategies align with IABC's strategy to advance the profession, create connection and develop strategic communications. The IABC/Tulsa goals and objectives referenced in this entry were set in August 2017.

**IABC/Tulsa Strategy: Provide IABC/Tulsa members with the greatest membership value by increasing member diversity and engagement, and strengthening the awareness of IABC in the community.**

2017/18 Chapter Goals:

- 1) Increase membership diversity
  - Increase membership from organizations/industries not currently represented
- 2) Increase member engagement
  - Promote certification
  - Increase non-board member volunteers
- 3) Create greater awareness and recognition of IABC
  - Further implement IABC brand standards
  - Collaborate with other professional organizations
  - Chapter activity promotion

## **BUDGET**

As a board, our philosophy is to spend the majority of our funds on programming. A solid slate of speakers and engaging networking events our best marketing tool. Keeping this in mind, we have also been conscious of building up our finances as we try to maintain our membership base. We have met both of these objectives



and delivered a strong, compelling line-up of events over the years. This entry covers all chapter hosted events excluding our monthly professional development programming.

Our budget varies with each event. We base each year’s budget for events off the previous year, taking into account contingency funds, and variables that may change such as venue, caterer, and secured sponsors. We have been fortunate to secure multiple sponsorships for our events, which has provided flexibility in elevating the event and in some cases adding profit to our chapter funds.

<b>2018 Chapter Events</b>	<b>Expenses</b>	<b>Revenue</b>
Acronym Mixer	\$ 125.00	-
Cup of Joe with Joe	\$ 75.00	-
BQ Decorations	\$ 2,000.00	
BQ Emcee	\$ 500.00	
BQ Food and Drink	\$ 3,500.00	
BQ Venue	\$ 500.00	
Judging Software	\$ 2,000.00	
Plaques	\$ 1,500.00	
BQ Entry Fees		\$ 2,500.00
BQ Tickets		\$ 2,500.00
Spelling Beer Prizes	\$ 250.00	
Gift of Communication Breakfast	\$ 150.00	
Bronze Quill Sponsorships		\$7,000.00
Gift of Communication sponsorship		\$500.00
<b>Totals</b>	\$10,600.00	\$12,500.00
<b>Chapter event revenue</b>	<b>\$ 1,900.00</b>	

### **EVENT MANAGEMENT**

We began the 2017/18 term by adding a new position to the board, solely dedicated to events. The Vice President of Special Events role was created to bring a chapter focus on managing and organizing member events. Creating new activities that would bring added benefits to becoming a member, raise general awareness of IABC/Tulsa and engage non-members in a way they hadn’t previously been engaged with, all with the intent of increasing membership diversity, engagement and greater awareness of IABC Tulsa in the community. Below is the description of the new position, as written in to our bylaws.

- **Vice president, special events**

- Plans and coordinates the annual Gift of Communication, Spelling “Beer” and Acronym Mixer events including all public relations and promotional details (**Exhibit 1**)
- Plans and coordinates all branding for the annual Bronze Quill awards
- Plans the date, venue, catering and any other Bronze Quill event details
- Works closely with vice president of membership on recruiting and member-specific events
- Coordinates or assists with other special projects as executive board deems appropriate including but not limited to summer events, happy hours, etc.

IABC/Tulsa maintains a regular schedule of meetings and events to keep members and potential members engaged with an opportunity to learn and network with local and regional professional communicators.



Based on our November 2017 membership survey results (included below), we learned that networking and a sense of community is the part of IABC membership that our members find most valuable. We also learned that some members are unable to attend our regularly scheduled luncheons due to work conflicts. With that in mind, we have created and maintained several informal networking events outside of work hours to accommodate the diverse needs of our local communications community.

- **The Spelling Bee(r):** In August 2018, we held our third annual IABC/Tulsa Spelling Bee(r) – a spelling bee for adults – adult beverages encouraged. The event is a fun, inexpensive way to inform people about IABC in a unique way to a new younger audience.
  - **Event strategy:** Through surveys and feedback we knew our members and non-members valued the connections IABC can provide. We also knew that many non-members in our community, especially younger professionals, were not familiar with IABC. This spurred us to create the Spelling Bee(r).
  - **Event management:** We have gained a following of members who attend the event each year, but even more surprising is the following from non-members. Attendees are encouraged to sign up for the event whether they are a member or not, and everyone participates together, which enables people who aren't familiar with IABC to engage with people who are. We also set up IABC signage throughout the venue so as people posting to social media, our logo will also be in many of the social engagements. Finally, we set up an informational table with IABC/Tulsa board members available to discuss the organization, membership and inform attendees of other upcoming events. The event gives us an excellent opportunity to expose the community to IABC/Tulsa and what we do. We also collect names of attendees that are interested in hearing more and our VP of membership follows up with them.
  - **Event marketing:** We developed an ongoing partnership with a very popular local bar in downtown Tulsa called Fassler Hall, to host the event each year. For a month prior, both Fassler Hall and IABC/Tulsa promote the Spelling Bee(r) on our Facebook pages and through printed posters in a handful of local establishments. The event is held on a Thursday night after work. We prepared the format of the spelling bee to accommodate anywhere from 10-60 spellers. Each year we have enjoyed an average participation of 45 spellers and a big crowd to watch with every table in the establishment was full. The bee takes just under an hour to complete. The crowd is always engaged and participants have a great time. We have a few spellers that mark this on their calendar and come to spell every year. Overall we receive positive feedback from everyone involved.
  - **Budget:** This event is very little cost to us, as attendees cover their own food and drinks. The establishment is kind enough to offer a special discount on certain beers for the event, as well as DJ services between spelling rounds. Our only costs included IABC/Tulsa phone fans (which were purchased as giveaways for various events) for each spelling bee participant and the cost of the gift cards for the top three spellers, totaling just under \$400 for the event. We find that the social engagement, positive feedback following the event and networking opportunities far outweigh the minimal cost.
- **Happy Hours/Morning Coffee sessions:**
  - Because not all of our audience can attend monthly lunchtime meetings, we also organize happy hour networking events periodically throughout the year. This has given us an opportunity to connect with them on a more personal, casual basis and help them to realize the networking benefit of IABC. In January 2017 and 2018, we began co-hosting an annual happy hour that brings together PRSA, AMA, AWC and ADC (all the local communication, marketing, PR and design organizations), called the Acronym Mixer. Collaborating with these organizations to jointly promote and educate the community and interested parties on how we can support their professional goals has been extremely successful. It has served as a great resource for people



that are new to the area or new to the profession on what their options are for professional development in the Tulsa community. Costs are divided evenly between the organizations and all proceeds are donated to a local non-profit organization (Living Arts Tulsa).

- And since happy hour is not for everyone, we also created a morning event. Our first was called 'A Cup of Joe with Joe'. "Joe" being IABC Fellow, Joe Williams. This was an informal and free to attend session with Joe, sharing snippets and stories from what he has found to be true in his 40-plus year career. Joe generously donated his time and the venue was free. We were able to provide a free, high quality event to members and guests for less than \$100.

- **Bronze Quill Awards**

IABC/Tulsa annually hosts the Bronze Quill (BQ) Awards celebration to recognize and honor area communicators for excellence in their work. We have strategically aligned our BQ timing with Silver and Gold Quill. We are purposeful in promoting the progression of submitting work for each level of recognition. This is communicated via our newsletter and monthly in-person events.

The awards ceremony also serves as a way to recognize chapter members in a special way beyond their submitted award entries. We have four special awards, which allow us to give additional recognition to members *and* increase non-member engagement by awarding someone in the community. We use this opportunity to recognize the outstanding efforts of our members and publicly acknowledge their hard work and dedication to making our chapter a great one.

- **Communicator of the Year**

Honors a member of the community for his or her contributions to the community through communications. This person is not a communicator by profession — but by passion. This typically draws in a large crowd outside of the IABC community. This year we honored the president of Tulsa's Young Professionals, which is a highly active and engaged organization in our community, and brought an additional 16 people to our event.

- **Professional of the Year**

Recognizes the outstanding achievements of an IABC member in his or her career, profession and community. Nominated internally by other IABC members and chosen by the board.

- **Leon Bolen Chapter Service Award**

Formerly the President's Award, is selected by the chapter president and given to the IABC/Tulsa board member who has contributed/volunteered the most to the chapter over the past year.

- **Rising Star Award**

Newly added in 2018 to recognize young professionals. We thought it was critical to create a category that highlighted a new star in our profession. Since young professionals are vital to any vocation, but in a field that changes as quickly as Communications, the next generation of Professional Communicators have the opportunity to play a unique role in ensuring the integrity of this profession.

- **Best of Show Award**

Presented to the entry with the highest total score. This is a special way to recognize excellence above and beyond our two main categories.

The 2018 Bronze Quill awards were one of the most successful in IABC/Tulsa's history. We were able to secure 33 percent more sponsorship dollars than the previous year. Despite having fewer entries, we had more attendees come to the event than 2017, resulting in a 45 percent increase in revenue for the event. We plan for BQ to be our largest revenue boost for the year, so this was a big win for us.

The event itself was also completely revamped. New location, caterer and format. Typically awards have been called with a short description of the entry. This year a presentation was created that



incorporated visuals from each winning entry. A video, image or quote was projected so the audience could hear AND see why this was a winner. The feedback we received was outstanding. “This was the best IABC event ever”, “Best BQ I’ve been to”, etc. The adjustments made this year were a hit and really resonated with our audience. The venue also experienced an uptick in bookings immediately following our event.

A new program of recognition was created for this year’s event, that will be incorporated into each BQ event. The board wanted to make sure our long tenured members were honored and celebrated for their commitment to IABC. We were extremely fortunate to have Ginger Homan, IEB Chair, introduce and congratulate three 20+ year members. We are excited to continue these special membership awards for those that have supported, volunteered and made IABC amazing for many years.

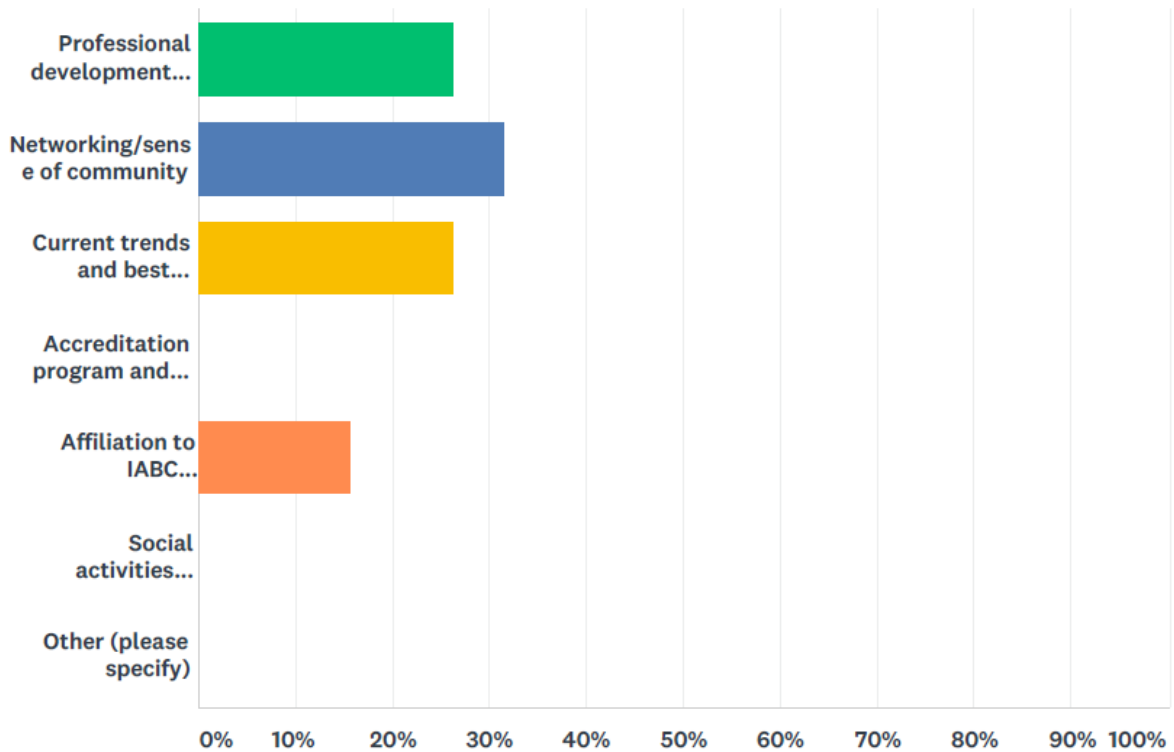


**November 2017 Survey results:**

**MEMBER**

**Q8 What is the single most valuable part of your IABC/Tulsa membership?**

Answered: 19 Skipped: 0





**NON-MEMBER RESULTS**

Q9 What would encourage you to become a member of IABC/Tulsa?  
(check all that apply)

Answered: 8 Skipped: 0

