**Providing Quality Content for Meetings/Seminars**

**Opportunity:**One of the most valuable services offered by MOs is high quality meetings and seminars. It can be difficult and time-consuming for MOs to find and engage talented speakers on relevant topics, but the opportunity to be creative in content and presentation can add positive buzz to your meetings/seminars.

**Solutions**

* **Leverage other MO/ Chapters successful speakers and topics**
	+ Successful topics
		- Technical (code changes, materials)
		- Business (liability, project management, structural licensure, errors
		- Site visits and tours
		- Panel and roundtable discussions
		- Industry vendor presentations can provide technical content, but the session should never be used as a sales pitch.
	+ NCSEA can provide a list of speakers for MO’s use
	+ Share speakers with neighboring states to reduce costs and organizational time.
* **Host an Annual Conference**
	+ Opportunity to engage a larger group of members and stakeholders
	+ Provide members will CEU/PDH requirements
	+ A fundraising opportunity
	+ Choose a venue conducive to learning as well as networking and “fun.”
* **Webinars**
	+ Enhance webinars by having an in-person meeting/ discussion before or after the event
	+ Vet webinar content for relevancy and quality
	+ Use webinars judiciously rather than pervasively
* **Developing Content for Meetings**
	+ Enlist Board members to brainstorm and share the responsibility of finding the year’s speakers.
	+ Establish an Education Committee to be responsible for meeting content.
	+ Hire an association management group to handle seminar logistics, annual conference planning, registration and payments as well as add continuity between events and leadership transitions.
* **Speaker Costs/Speaker Gifts**
	+ Offer to cover travel costs, or honorarium to speakers.
	+ Be creative in simple gifts to thank all speakers for their efforts

For additional information see: [**“Why ‘Designing the Time’ is the Way Forward for Attendee Experiences”**](https://netforum.avectra.com/public/DocumentGenerate.aspx?wbn_key=FD4A2E98-D6E6-4254-BEFD-D0E320C8F494)