**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)