

## 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"**