

PROGRAM CHAIR – JOB DESCRIPTION

Program Chair

The AWP Program Chair is elected for a two-year term. The board meets every other month, typically on the first Friday of that month.

The Program Chair will plan a 30 minute segment for each regular AWP meeting that meets the needs of the range of AWP members. This Program Chair will post a description on the AWP website and alert the Secretary (for the newsletter), the Membership Chair (for invitations), Site Chairperson (for equipment), no later than the 7th of each month (and preferably much further in advance than that). The Program Chair secures a photographer for each meeting and provides the photographer with guidance. Photos are uploaded to Meeting Photo Gallery one week after the meeting.

The needs of members include:

Business Insights: Help with aspects of members' own business
Marketing Trends & Concepts
Sales Tools, Techniques & Skills (including 'how to network')
Business Management Issues (Risk Management/Financial/Legal)

Building Member Awareness:

General knowledge of other professionals' expertise
Personal awareness of individual members

Fun!

As a whole program
As part of the network

The goal of AWP programs is to keep members abreast of best business practices, especially as relates to ALL fields of wedding services, and to build members' familiarity with each other to facilitate business referrals.

Past programs have included:

Bridal Focus Group – September meeting (ask members for candidates beginning in May)
Site Managers' Panel
Bridal Consultants Panel
Networking Games
Marc Macintosh's "How to Market to Brides"

Outside speakers are helpful to attract new members, when used in conjunction with Membership Chair and especially when timing coincides with being able to promote at Sept. and Jan. bridal shows. Outside speakers are usually NOT paid, but are offered dinner and parking (if applicable). The Program chair should try to arrange to give an AWP memento, gift card or book to the speaker at the end of the presentation.

Program Fees: Program Chair should provide the Board with estimates of any fees, including

- Speaker Fees (Bridal Focus panelists typically cost AWP \$125/couple, plus drinks)
- Equipment Fees (A/V, screens, other – AWP owns its own LCD projector)
- Program Supply Fees

Fees must be pre-approved by the board, and contracts (when required) signed by a signing officer.

For all programs, the Program Chair should coordinate with the Site Chair by the first week of the month for any special arrangements (podium, microphone(s), extra tables, etc.) that might be provided by the site. The Program Chair will then arrange for any special needs not being supplied by the site (easels, for example).

Last Updated: 9/10/07