

ECLF SESSION SUMMARY FROM THE EMEC CONFERENCE, TORINO 2009

The European Chapter Leaders Forum was held during the European Meetings and Events Conference in Torino in early March 2009.

Thank you to those who took the opportunity to participate in the ECLF. It was very inspiring to listen as leaders identified the challenges that you face and the solutions shared. It is relevant for these ideas to be spread with all Chapter Leaders EMEA. Below is a written summary from the session. If you missed the session or would like to listen to it again, please visit the [session audio site](#).

THE TOPIC OF DISCUSSION:

What are the challenges and solutions in order to reach our metrics this coming year?

The session was led by Stephan Bailliee-Gee who is a wonderful and inspiring facilitator. He brought us through the process by a workshop process called OPERA.

Below you will find the 5 main process steps, OPERA.

- 1) O = Our (Our personal thoughts and ideas around the question)
- 2) P = Pair (Share thoughts and ideas with each other)
- 3) E = Explaining (Explain for one another what we mean)
- 4) R = Ranking (Ranking the most important solutions)
- 5) A = Arranging (Giving the solutions a priority)

THE PROCESS

First, all chapter leaders sat in a circle for the introduction. Each person had 5 minutes to think of the big question. After that, Stephan asked for everybody to discuss the challenges with the person next to them. The third part was to sit in groups and discuss the most difficult challenges. The fourth stage, groups mixed and discussed the solutions for each challenge, then ranked the most important challenges to solve. The fifth step divided all chapter leaders into pairs and they chose the utmost important solutions.

THE CHAPTER LEADERS SOLUTIONS

Through each Chapter Leaders knowledge and experience the following ways to solve the challenges were discovered:

SOLUTIONS FOR THE INTERNAL COMMUNICATIONS (WITH THE BOARD AND BETWEEN CHAPTERS)

- 1) Social media – Start using the social media such as Facebook, Twitter and Skype meetings, it is both cheap and popular. (Face-to-face interaction is important but the social media is a very good alternative).
- 2) “Less is more”
 - Clear understanding between board members.
 - Involve chapter members in the board activities.
 - General assembly with a communal planning agenda.
- 3) Workshops for members on a smaller scale - so that members will start working with the activities.
- 4) Clear roles and goals – It is important that everyone knows the goals and roles.
- 5) Chapter exchange program – Learn from other chapters to develop and improve your own.

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SOLUTIONS FOR SPONSORSHIP STRATEGIES

- 1) Long term commitment – Find out what the sponsor wants and how a long term commitment can be achieved. Best practice for all chapters.
- 2) Commercial approach
- 3) EMEA + Local agreements – Some standardization is needed.
- 4) Contributor versus sponsor
- 5) Sponsorship packages – Make guidelines and checklists to create a toolbox for sponsor needs and expectations.

SOLUTIONS TO MOTIVATE MEMBERS (ENERGY/PASSION)

- 1) Identify the members needs – Why challenge the members
- 2) Be personal
 - Openness and honesty – Do not give empty promises
 - Face-to-face contact versus virtual contact
 - Keep members informed – Be simple, concrete and make tasks achievable
 - Be more involving and delegate
 - Plan objectives
- 3) Good education/knowledge
 - Think outside the box
 - Unique state of art topics and speakers
 - Translate information into each country's language

SOLUTIONS FOR MPI EVENT STRATEGY

- 1) Road shows for networking and education with support from a local team – followed up by MPI members, locally = MPI recruitment
- 2) Create a good reason for everyone to be there (Network/education)
- 3) Show the advantages in being a MPI member
- 4) Identify the focus strategies for each chapter
- 5) Pay for staff
- 6) Joint events with other associations
- 7) Regularly organize educational sessions and networking events

SOLUTIONS FOR DEVELOPING COMMUNICATION WITHIN THE CHAPTERS (KNOWLEDGE/EXPERIENCE)

- 1) Adopt and Adapt to develop each chapter and share information with each other:
 - Language, culture and vocabulary
 - Active communal tools, such as the culture active tools
- 2) Create an education/seminar bank – list the platinum speakers, ratings and evaluations.
- 3) Share ideas – Add seminar topic lists from each chapter to the EMEA website.
- 4) Create a fixed var fee