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Business of Meetings: Implications and Strategies for Meetings of the Future

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STRATEGY: GUIDING FACTORS

In planning a meeting, how would these factors affect or impact participants, business partners, membership, stakeholders, and the public? A simple plus (+), minus (-), or NA can be used to gauge potential influence of the meeting.

<u>Factor</u>	<u>Participants</u>	<u>Business Partners</u>	<u>Membership</u>	<u>Stakeholders</u>	<u>Public</u>
1. Value Proposition					
a. Purpose					
• Professional Development					
• Technical Information					
• Timely Information					
• Networking					
• Standards or Professional Req.					
b. Energy					
• Person power					
• Transportation					
• Carbon footprint					
• Work/life balance					
c. Resources					
• Registration					
• Travel					
• Hotel/meals					
• Cost to employer					
• Family arrangements					

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<u>Factor</u>	<u>Participants</u>	<u>Bus Partners</u>	<u>Membership</u>	<u>Stakeholders</u>	<u>Public</u>
2. Return on Investment					
a. Knowledge					
b. Information					
c. Skills update					
d. Contacts					
e. Opportunities					
f. Mission advancement					
g. Legacy development					
h. Brand building					
i. Training of trainers					
j. Perceptions					
<ul style="list-style-type: none"> • responsible organization 					
<ul style="list-style-type: none"> • meaningful contribution to host community 					
<ul style="list-style-type: none"> • balanced green and community contributions 					
3. Sustainability					
a. Individual					
b. Organization					
c. Economic impact					
d. Environmentally					
e. Ecologically					
e. Socially (society at large or community specific)					

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Format Delivery Options

Content Sample: Leadership	Annual Conf	Annual Report	Book	Brochure	Journal	Magazine	Newsletter	Self-Study Guide	Seminar	Small Group Forum	Study Course	White Paper	Workshop	Blog	Comm of Prac	Digital Library	E-mail	E-mktg	E-Pub	Instant Msg	Online Course	Podcast	Social Media	Video-cast	Webinar	Other	
General Leadership																											
Ethics																											
Diversity																											
Interpersonal Relations & Group Facilitation																											
Negotiating																											

STRATEGY: SPECIFICATIONS TEMPLATE for ONLINE SERVICES**

Before leaping into an online (or any) services agreement, software purchase, or other digital product, specifications are important for both the association and the potential provider. If an association thinks about a needed service or product from as many angles as possible, the association develops a stronger online solution and request for proposals. The responding company or consultant can provide a more thorough submission -- one with increased likelihood of meeting the association's needs.

To complete the Specifications Template:

- a. Identify one person with responsibility for preparing specifications;
- b. Brainstorm options with teams across departments and functions;
- c. Write answers that everyone can support;
- d. Secure chief executive approval;
- e. Allow more time than you think is necessary.

Basic items to include in specifications for requested online service or product:

1. Purpose

What is your organization trying to achieve?

What is the business opportunity to be addressed?

Describe the problem or challenge to be resolved.

2. Type of Service Provider

Describe the type of vendor or service provider that you are seeking.

Supplier at cheapest price?

Consultative partner?

Company or individual with singular expertise or one with broader perspectives?

3. Resources

What resources are available for this service or product?

Will staff positions or staff time be allocated?

Will there be space requirements: f2f & online?

Is this project included in budgeted funds? Amount? FY?

Will restricted monies be used? If so, what are the restrictions? Amount? FY?

Will this solution become a revenue generator? If so, provide brief cost/benefit analysis.

4. Timeframe

Provide a general timeframe with specific dates for these elements:

RFP

Release

Due Date

Award of Contract

Beginning Date

Ending Date

Project

Development

Beta test

Revisions

Launch

Deployment (limited)

Implementation (full)

5. Staff

Which staff members will be dedicated to success with the selected solution?

What is their motivation?

Will this project, program, or service be part of their performance evaluations?

Are their financial or other incentives dependent on the success of this initiative?

Who will be the primary point of contact for this project?

6. Strategic Overview

Provide a written strategic overview including:

Goals -- What are the ultimate goals of this virtual service or digital initiative? Describe member needs to be addressed. Ensure this response ties clearly to item one above regarding purpose.

Measurable objectives -- How will results (success) be measured both quantitatively and qualitatively?

Audience -- Who is the intended end user? All members? Segment of membership? Board of Directors? Special interest group? Committee? Task Force? Grassroots advocates? Public?

Relationship to existing services or solutions -- How does this online service or solution complement or connect to existing ones?

Role of current technology service providers -- What is the role of the staff technology team or contracted service providers? What has been or will be their involvement with this proposed online solution?

7. Executive Approval

Has the chief executive been engaged in development of specifications?

Is s/he fully informed about this proposed project?

Secure chief executive approval prior to release of RFP.

**Expanded from experiences reported by Lance Simon, VP Client Services, iCoHere (www.icohere.com).

SELECTED RESOURCES

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