



The mission of the PCMA Chesapeake Chapter is to deliver superior and innovative education and promote the value of professional convention management.

Vision: The leading organization in the Maryland region for meetings and event professionals.

Building Community

Engaging members in Maryland & the region (including DE & Southern PA)

Strategies:

1. Promote pathways to encourage career entry of the best & brightest young professionals.
2. Develop awards recognition program for members.
3. Hold an annual community service project.
4. Facilitate opportunities to connect planners & suppliers through a minimum of three fun networking events per year.
5. Identify volunteer pathways to increase member and potential member engagement with the chapter.
6. Increase internet presence and use of social media to engage with members.

Providing High-Quality Education

Delivering education to support certification and career growth.

Strategies:

1. Develop highly relevant educational content based on member needs and feedback.
2. Provide timely, current educational content in a minimum of four CEU-qualifying educational events per year.
3. Offer annual CMP exam study course and recognize new CMPs at a chapter events each year.

Promoting the Industry in Maryland

Promoting the Meetings Profession & its Impact in Maryland

Strategies:

1. Provide informational resources related to the economic impact of meetings in Maryland and the region.
2. Increase public awareness of industry credentialing and certification.
3. Coordinate academic and student relations visits to increase awareness and promote chapter membership (two academic visits per year).
4. Promote the chapter through updated collateral and brand awareness.

Maintaining Financial & Operational Success

Maintaining leadership & resources to be a dynamic, successful chapter.

Strategies:

1. Create governing documents (policies and procedures, guide for committee operations) to safeguard chapter leadership.
2. Develop a shared file structure to support sustainability and continuity of leadership.
3. Utilize committee structure to engage members and guide the strategic plan.
4. Rely on the 2015 strategic plan to guide the chapter through the year 2020.
5. Track in-kind contributions as part of budget management.

Growing Membership

Providing the benefits & opportunities to support membership growth and retention.

Strategies:

1. Maintain Planner/Supplier event ratio of 50/50 or greater.
2. Identify potential (missing) members and target at least 10 per event to attend & engage.
3. Develop a membership committee with a written strategy for growth and retention to grow membership by 10% per year with an ultimate goal of 250 members by 2020.
4. Target student and faculty memberships in 2015-2016.