

05/19/08 Planning Meeting

IDEAS

- * Try alternating lunch (networking only) sessions with (typical) dinner sessions. (5/5 – for a total of 10)
- * Try using the (3) new member lunches and make them networking lunches (NOT just for new members and not refer to the word “new” at all – so as not to confuse some members who might think this is just for new members)
- * Lisa – go to an event (as a group) and try to attract members to join in “going” rather than the speaker coming to us
- * MaryLou – do something along health topics (Day Spa); but question is – does the topic need to be biz-related? (ex. the Spa Therapia on Rte 206); do as New Member Open House?

Group1

- * Topic - Guerilla Marketing
- * Topic - How to leverage your membership in a business organization? (Relationship capital/equity)
- * Topic - What is your business mindset? (Lifestyle vs “real” business)

Pick themes for 3-month durations so that all meetings in that period support discussions on that topic

Breakdown of topics:

OVERALL UMBRELLA (Lifestyle or “real business” attitude)

Mkting & Sales

Relationships

Presentations

Financial

Operations

(Rich Dad//Poor Dad; Michael Gerber)

(NPR – “You’re so money” ?Title?)

OR...Apply some of the topics (networking-oriented) in 15-20 minute presentations at the networking luncheons

Group2

- * Topic - Sales presentation skills (to clients, groups, etc.)
- * Topic - Maximizing your exposure by minimizing your costs
- * Topic - Creating strategic alliances and giving good referrals
- * Topic - Something Fun; Entertainment (fashion show, psychic, comic, etc.)
- * Topic - Managing conflicts (employees, customers, partners, etc.)

Other/Misc. (Topic) Ideas:

- * Speed Networking
- * Branding
- * e-Marketing
- * Tie-in w/Member survey (Be all that you can be...)
- * A Night of Giving (showcase talents/business; others bid on it, etc.)
- * Risk Mgt/Disaster Recovery (utilizing Marie’s facility)
- * Insurance (for Biz owner, biz, etc.)
- * Motivational/Life Experience speaker

Speaker Ideas:

- * GOOD PUBLIC SPEAKERS, not just a speaker that can talk to a subject
- * do an RFP to make sure that get quality speakers