



## Committee Business Plan



# Membership Services 2019-2020

<b>CHAIR:</b>	<b>Gary Danner</b>
<b>VICE CHAIR:</b>	<b>Amy Campbell</b>
<b>DIRECTOR LIAISONS:</b>	<b>Dipesh Parmar, Janet Paolatto</b>
<b>VICE-PRESIDENT:</b>	<b>Ian Jeffreys</b>
<b>STAFF LIAISON:</b>	<b>Janie Rother, Gerry Macartney</b>
<b>MEETINGS:</b>	<b>First Friday of the month at 8:30 am</b>

## Objectives:

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1. The committee's primary objective is to develop programs and opportunities that support the value proposition the Chamber provides to its members through two streams that are central to the Chamber's success and sustainability: Delivering Premier Connection Opportunities (networking), Strengthening and Growing (membership). As per objective **1: Strengthen and grow the London Chamber of Commerce** and objective **3: Deliver premier connection opportunities for business**.
2. In conjunction with identified elements of Strategic Plan Objectives #1 and #3, the Committee will support the Chamber's efforts in adding value to the membership by acting as the main source developer/organizer of all networking events/opportunities (excludes major annual events and political keynote opportunities) as well as providing relevant information, services and programs that support the success of our membership and promotes membership into the Chamber.

## Program Plan:

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- A. Continue to plan/organize/host all Business after Five events. (as per strategic objective 3)
- B. Plan, organize & host **A Suite of networking events** based on past performance and uptake, including Super Speed Networking, Networking 2.0, monthly Business After Five events and a marketing event (such as how to be a great exhibitor). (as per strategic objective 3)
- C. Plan/organize/host 2 annual MEGA Business After Five events; one in the spring and one in the fall. (as per strategic objective 3)
- D. Monitor any new proposed events or learning opportunities and report recommendations and revenue opportunities to the senior administration and the Board. (as per strategic objective 3)
- E. Populate a Chamber booth where appropriate, to feature products and services as well as a calendar of future events. (as per strategic objective 1 and 3)

- F.** Continue to identify London businesses that are not presently members and where possible participate in organized visits to prospective new member's sites. (as per strategic objective 1)
- G.** Plan/organize/host all Discover Your Chamber events to welcome new members {4 per year}. (as per strategic objective 3)
- H.** Expand Discover Your Chamber Connections beyond the first invite. Committee members will systematically connect throughout the year with first time members to help navigate, engage and retain. Opportunities for mentorship may be identified. (as per strategic objective 1 and 3)
- I.** Enhance membership and strengthen visibility by hosting a blue sky / brainstorm session held to solicit ideas, feedback and insights about events and membership. Participants will include younger business leaders, established and emerging female professionals (addressing broadening participation as noted in objective #3).
- J.** Liaise with the Manager of Marketing and Communications in the promotion of all events to ensure brand continuity. This includes social media. (as per strategic objective 1)
- K.** Liaise with the DMC regarding input for member surveys to ensure program, benefits and affinity offerings are of value, competitive, applicable to their sector and are in keeping with the core values of the Chamber of Commerce Priorities per Strategic Objectives #1 and #3.
- L.** Committee members to act as shepherds or guides for new(er) members at networking events to ensure proper integration and comfort level is achieved. (as per strategic objective 1 and 3)
- M.** Strategically capture testimonials from members that can be used to further promote new member sales. For example: "I am a member because" promo at BAF events, round table feedback, surveys etc. Work with the Marketing & Communications Committee on at least a quarterly basis to plan and co-ordinate this initiative. Advise on various chamber media platforms, including social media, the website, The Connections newsletter and "The Voice" as well as the various print publications. (as per strategic objective 1)
- N.** Look for new opportunities to promote/celebrate member & non-member Grand Openings, anniversaries, mergers, etc., where The Chamber brand can be added to the festivities. {I.E. Golden scissors, gold shovel, etc.}. (as per strategic objective 1 and 3)
- O.** Host/invite at least 3 Member Benefit Service Providers to address committee on details of their particular benefit (affinity program) offer. (eg. Chamber Group Benefits, Zomaron, CAA, etc.)