Chapter Management Session
Hyatt Regency Houston
Imperial Ballroom East & Center
Thursday, October 20, 2022
9:00 AM – 12:00 PM

9:00 – 9:05 AM
Welcome Remarks
Marco Corona, CFRE, Vice Chair, Membership Division

9:05 – 9:10 AM
Welcome Remarks
Mike Geiger, MBA, CPA, President and CEO

9:11 – 9:15 AM
Table Icebreaker: *What sport would you compete in if you were in the Olympics?*

9:16 – 9:30 AM
AFP Global Updates
Allison Sedwick, Director Chapter Engagement

1. Upcoming Deadlines and New Leadership Year Orientation
2. 2022 Ten Star Requirements
3. 2022 IDEA Champion Requirements
4. Chapter Visits – Member Value and Strategic Planning
5. Q&A

9:31 – 10:30 AM
Scott Seril Membership Marketing presentation and Q&A

10:31 – 10:45 AM
BREAK

10:46 – 10:59 AM
Table Discussion: What are your chapter’s greatest successes with engaging members? What keeps them coming back?

11:00 – 11:14 AM
Table Discussion: What steps does your chapter take to on-board new members?

11:15 – 11:44 AM
Adrienne McDade-Taylor presentation and Q&A

11:45 – 11:59 AM
Table Discussion: How is your chapter recruiting new and highlighting recently joined members from diverse communities?

12:00 PM
Adjourn