

General Guidelines for Meetings

I. To be discussed at Chapter Meetings

- Involvement
 - Committees and Executive Leadership position opportunities open
 - Volunteer opportunities available
 - Become more involved with PCMA outside of the school chapter
 - Create schedule of meetings for chapters and committees
 - Encourage inclusion amongst group members
- Membership
 - Create a value and FAQ sheet for potential members
- Outreach Opportunities
 - Via email
 - Speaking opportunities in classes
 - Flyers to post in school buildings
 - Social media
- Hot Topics
 - Set up a Convene subscription for the school chapter
 - President/Executive team selects topics from each month
 - Webinars on PCMA website
- Attend PCMA Events
 - Fundraising opportunities
 - Live streaming keynotes/webinars

II. Engaging Chapter Members (see “Involvement” above)

III. Frequency of Meetings (see “Involvement” above)

- Include University Employee on scheduling to request speakers and events

IV. Conducting Meetings

A. Chapter Meetings

- Executive Office
 - Agenda to be distributed prior to meeting
 - Secretary will take roll and minutes (distribute after meeting)
 - Minutes to include all action items and members to reply with their timeline to complete
 - President/Vice President will review the agenda and present accordingly

- Pres/VP to ensure that those speaking (ex: committee leads) are keeping on topic and Secretary to ensure the timing is not running over
- Committee Leads
 - Present accordingly based on the agenda
 - Report should include action items that were completed since the last meeting and future items that are on the list along with help needed
- Sample Agenda (on separate document)

B. Committee Meetings

- Executive Position
 - One person from the executive leadership team is to attend a committee meeting in order to ensure that the meeting follows the expectations and needs of the chapter
- Committee Chair will:
 - Distribute agenda prior to meeting
 - Agenda to be sent to assigned Executive Leader for review prior to distribution
 - Assign committee member to take roll and minutes (does not have to be the same person each meeting)
 - This person will distribute the minutes after the meeting
 - Report on outstanding action items and upcoming items that reflect the needs of the chapter
- Committee Members will:
 - Report on their assignments and take on new action items
 - Provide suggestions and request opportunities to be discussed at the upcoming Chapter Meeting
- Sample Agenda (on separate document)

C. Executive Leadership Meetings

- President will develop the agenda with a University employee
 - Agenda should follow PCMA recommended guidelines and topics that will further advance the chapter's involvement with PCMA and enhance member engagement and professional development
 - President to distribute agenda
- Conducting Meeting
 - Meeting agenda should be reviewed by leadership members prior to the meeting

- President will conduct the meeting with University employee supervision
- Secretary to take minutes and roll
- These meetings should serve as reviews of previous meetings and to develop tasks and other items for upcoming meetings

V. Monthly Topic Suggestions for Chapter Meetings

- Provided by PCMA and selected by the Executive Leadership team and University assigned employee.
- Topics can fall under these categories (see Hot Topics above)
 - Professional Development
 - Ex: Resume upkeep
 - Trends in the industry
 - Ex: Sustainability
 - Ex: Returning to Normal; Post-COVID event trends
 - Audio Visual
 - Corporate Event Planning
 - Association Event Planning
 - Hotel Sales/Events
 - Convention & Visitors Bureaus (CVB's)
 - Destination Marketing Organizations
 - Food and Beverage
 - *Other*