

Plan Your Convention Strategically

1. Set your Goal and make sure it is SMART:
Specific, Measurable, Achievable, Realistic, Time Specific.
2. Decide on your Outcomes and make sure they tie in with your Goal. Outcomes are what you want your members to take away with them. They should also be what they need.
3. Brainstorm ideas on specific workshops
4. Narrow your list down if need be. If you want help in narrowing down the list, poll your members or Presidents.
5. Discuss each option strategically. Think through them – look at options. Check to be sure that the vast majority of things you are going to offer helps you reach your goal and gives you the outcomes you want.
6. Make a final decision on what you will offer. Be sure it works with the time you have available.
7. Market your Convention.

Remember, the actual business of your Convention will take only _____.

Finally . . . ask yourself . . . is there some “Fun” in this convention?