



# **POLICY AND PROCEDURES MANUAL**

(Revised 10/18/2019)

## Table of Contents

<b>Section</b>	<b>Contents</b>	<b>Page</b>
One	<b>Chapter Officers</b>	3
Two	<b>Chapter Committees</b>	24
Three	<b>Legal</b>	33
Four	<b>Marketing and Promotion</b>	36
Five	<b>Policies</b>	38

### Upon Taking Office each board member:

1. Will complete and sign "Commitment to Serve" provided by PCMA Headquarters
2. Will review Chapter Bylaws, Policy and Procedures Manual and Financial Policies
3. Will meet with previous chapter officer to have an orientation session (should be different from Board Retreat Orientation)

## SECTION ONE CHAPTER OFFICERS

Chapter officers are to assume their responsibilities January 1st. The following information is provided as a guide to help each officer perform his or her duties.

Position Title: ***President***

### **Definition:**

The president is elected for a one- year term to coordinate the board and chapter activities. This officer may be a Professional member or a Supplier Partner in good-standing with PCMA. The one-year term may be extended if the chapter so dictates and the membership votes accordingly. **Member of the Chapter Executive Committee.**

### **Responsibilities:**

Serves as the chief elected officer, is the official representative of the chapter, and presides at all meetings of the chapter and board of directors. This office, in cooperation with the board, is responsible for general management of the chapter and the development of group efforts to achieve the organizations' mission.

*Communication leads to involvement and recognition leads to continued involvement. A chapter president who communicates regularly and effectively with the members and the board and who recognizes their efforts will generate continued interest and motivation of those he or she leads.*

### **Duties:**

1. Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
2. Attend and participate in an annual board retreat (typically Thursday – Saturday)
3. Attend and plan mid-year one-day Board retreat (typically in June)
4. Schedule all board meetings
5. Prepares an agenda in advance of all board and chapter meetings.
6. Establishes short and long-term goals for his/ her term.
7. Participates as an ex- officio member, with the right to vote in situation of a tie
8. Represents the chapter at meetings of other organizations or designates an alternate
9. Appoints chair of all non-voting special committees after consultation with the board of directors. Works with chairs on appointments of committee members
10. Offers guidance to all committees in their activities.
11. Terminates, with approval of the board, committee appointments when such appointees are non-productive (by recommendation of the committee chair)
12. Directs the preparation of, and signs when applicable, all official communications.
13. Speaks on behalf of the board on all official matters
14. Keeps board and membership informed of all chapter activities as received from PCMA headquarters.
15. Responds to all communications from PCMA headquarters.
16. Signs checks written for the chapter in conjunction with the Treasurer
10. Is the only officer and board member who may make and sign contracts and agreements in the name of the chapter with approval of the chapter board and in accordance with

guidelines promulgated by the PCMA board

11. Approves Chapter Financial reports and Chapter Board Minutes in conjunction with the Chapter Treasurer
12. Conducts Board Orientation in conjunction with the Chapter administrator at annual Fall Board Retreat

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledgeable of PCMA
- Ability to outline needs, target prospects, and effectively engage membership for sponsorship participation
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work on own and delegate tasks
- An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
- Proficient in MS Office (Word, Excel, PowerPoint)

**PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:**

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing work
- Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.

Position Title: ***Immediate Past President***  
Reports to: Chapter President

**Definition:**

The Past President shall be actively represent and promote PCMA (and the SE Chapter) in all external industry related joint associations and ensures we have a voice in industry-wide specific initiatives and oversee the governance of the Chapter. **Member of Chapter Executive Committee.**

**Responsibilities:**

1. To support and help to achieve the PCMA SE Strategic Plan
2. Serve as the Chair-person of the Nominations Committee Board
3. Be the Board representative for chapter satellite committees

**Duties:**

1. Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
2. Attend and Participate in mid-year Board Retreat (typically in June)
3. Determine deadline for submission of nominees for chapter office.
4. Acts as a consultant to the current Executive and Board of Directors.
5. Ensures job descriptions are up- to- date and are available for new and current board members.
6. Maintains the Policy and Procedure Manual keeping it current based on Board of Directors decisions.
7. Reviews nominations or applications with the Nominating Committee.
8. Presents the slate of the nominations to the Membership for approval.
9. Conducts elections, if required, as outlined in By-Laws.
10. Point of contact and volunteers organizer for the committee in Central Florida that executed Educational Programs in that area.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledgeable of PCMA
- Ability to outline needs, target prospects, and effectively engage membership for sponsorship participation
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work on own and delegate tasks
- An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
- Proficient in MS Office (Word, Excel, PowerPoint)

**PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:**

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing work
- Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.

Position Title: **President-Elect**  
Reports to: Chapter President

**POSITION SUMMARY:**

The role of President-Elect is to familiarize the office holder with the obligations and duties of the President. The President-Elect will shadow the President in all organization functions and take on any assignments delegated to the President-Elect. The President-Elect works directly with the President and Chapter Administrator. **Member of Chapter Executive Committee.**

**Statement of Purpose:** Prepare for succession to Chapter President

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**Board & Leadership**

- Accordance with all bylaws and policies mandated by Chapter and PCMA National
- Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
- Attend and participate in an annual board retreat (typically Thursday – Saturday)
- Attend and participate in mid-year retreat (typically in June)
- Accountability for tracking and execution of operational tasks relating to position
- Support initiatives and programs held by the chapter
- Create a succession plan and train successor toward end of term
- Board Representative for GMID (Global Meetings Industry Day). Serve on Committee with other associations in Atlanta area to plan and execute event.
- Board Representative for the Annual Holiday Luncheon with IAEE SE and MPI Georgia.

**Succession**

- Help lead the organization to achieve its goals for the year
- Represent the organization at related events and meetings
- Familiarize the office holder with the obligations and duties of the President
- Serves as a voting member of the PCMA SE Board of Directors and is expected to attend and participate in all meetings of the Board
- At the request of the President, or in his/her absence or disability, may perform any of the duties of the President
- Complete assignments delegated to the President-Elect, such as: appoint standing and special committees
- Organize and lead the annual fall retreat/Board meeting
- Review monthly minutes and financial reports
- Complete other duties as they arise

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledgeable of PCMA
- Ability to identify and analyze financial reports and make budgetary recommendations
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work on own and delegate tasks

- An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
- Proficient in MS Office (Word, Excel, PowerPoint)

**PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:**

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing work
- Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.

Position Title: **Secretary/ Treasurer**  
Reports to: Chapter President

**POSITION SUMMARY:**

The Secretary/ Treasurer is responsible for the Chapter's financials management as well as the board meeting minutes reporting. **Member of Chapter Executive Committee.**

**Statement of Purpose:** Management of Chapter's financials and minutes

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**Board & Leadership**

- Accordance with all bylaws and policies mandated by Chapter and PCMA National
- Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
- Attend and participate in an annual board retreat (typically Thursday – Saturday)
- Attend and participate in a one-day mid-year retreat
- Accountability for tracking and execution of operational tasks relating to position
- Support initiatives and programs held by the chapter
- Management of Chapter's budget
- Create a succession plan and train successor toward end of term

**Financials Management**

- Reviews, approves and distributes meeting minutes of all Chapter and Board meetings
- Reviews all financial reports from contracted accounting firm, makes any necessary input/revisions and distributes to Board prior to Board meetings/calls and/or upon request
- Provides a detailed financial report to the membership at annual meeting
- Oversees tax preparation annually
- Approves meeting minutes and sends to Chapter Administrator for distribution
- Financial support services, as outlined in contract
- Provides support information to complete annual tax filing
- Signature on checks. Approves and chapter disbursements.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledgeable of PCMA
- Ability to identify and analyze financial reports and make budgetary recommendations
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work on own and delegate tasks
- An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
- Proficient in MS Office (Word, Excel, PowerPoint)

**PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:**

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing work
- Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.

Position Title: ***Director of Communications***  
Reports to: Chapter President

### **POSITION SUMMARY:**

The Director of Communications is responsible for planning and execution of the chapter marketing and social media plan. **This position is responsible for leading the chapter's Communications Committee of Volunteers on all events initiatives of the PCMA SE Chapter.**

**Statement of Purpose:** Plan and execute chapter marketing and social media campaigns. Identifying, collecting, and producing chapter communications to distribute via newsletter, chapter Web site, mailings, email announcements, etc. Ensure that chapter communications follow logo and communication guidelines.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

#### **Board & Leadership**

- Accordance with all bylaws and policies mandated by Chapter and PCMA National
- Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
- Attend and participate in an annual board retreat (typically Thursday – Saturday)
- Attend and participate in mid-year one-day Board retreat (typically in June)
- Organize, manage and lead a committee of volunteers
- Accountability for tracking and execution of operational tasks relating to position
- Support initiatives and communications for the chapter
- Manage budget for any associated costs for marketing programs and events
- Create a succession plan and train successor toward end of term

#### **Communications Planning & Execution**

- Collect and prepare announcements for chapter events in a variety of chapter communication vehicles
- Create calendar and content for eblasts as required (minimum of bi-weekly)
- Collect and coordinate content for production of chapter newsletters, possible writing articles for newsletter
- Update chapter Web site pages including; news, calendar of events, main page, chapter leader listing, etc.
- Take photos at chapter events and share with PCMA HQ. Photos should be high resolution.
- Work with chapter admin to ensure branding of sponsors is correct
- Work with chapter admin to ensure HQ timelines are met
- Work with education committee to ensure marketing campaigns in place for all educational programming
- Work with sponsorship committee to ensure all sponsors receive their required recognition in communications with members
- Work with community service committee to ensure marketing campaigns in place for all community service events
- Create and executive social media calendar for all chapter events and news

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledgeable of PCMA
- Ability to outline needs, secure vendors, and operate programs
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work on own and delegate tasks
- An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
- Proficient in MS Office (Word, Excel, PowerPoint)

**PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:**

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing work
- Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.

Position Title: **Director of Membership**  
Reports to: Chapter President

**POSITION SUMMARY:**

The Director of Membership is responsible for initiating and leading membership recruitment and retention efforts. **This position is responsible for leading the chapter's Membership Committee of Volunteers on all membership initiatives of the PCMA SE Chapter.**

**Statement of Purpose:** Recruit new members and retain members

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**Board & Leadership**

- Accordance with all bylaws and policies mandated by Chapter and PCMA National
- Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
- Attend and participate in an annual board retreat (typically Thursday – Saturday)
- Attend and participate in mid-year one-day Board retreat (typically in June)
- Organize, manage and lead a committee of volunteers
- Accountability for tracking and execution of operational tasks relating to position
- Support initiatives and programs held by the chapter
- Manage budget for any associated costs for membership initiatives
- Create a succession plan and train successor toward end of term

**Recruitment & Retention**

- Oversee membership outreach efforts by the Membership Committee of Volunteers
- Know and set goals to exceed member recruitment goals of organization
- Know and set goals to exceed member retention goals of organization through execution and management of the member engagement plan to ensure current members renew, and lapsed/expired members rejoin
- Develop and execute recruitment and retention strategies (to include telephone calls, emails, and face to face interaction)
- Lead a committee to follow up with email and phone calls to nonmembers who attend chapter programs and events
- Source prospect lists through chapter events, member referrals and trade agreements
- Participate in industry tradeshows for recruitment and retention of members
- Promptly respond to all prospect inquiries

**Website, Social Media & Online Community Management**

- Write and submit membership information for Chapter News on website and subsequent newsletter
- Assist with social media postings to generate member interest

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledgeable of PCMA
- Ability to create and deliver membership presentations in individual and group settings
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work on own and delegate tasks

- An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
- Proficient in MS Office (Word, Excel, PowerPoint)

**PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:**

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing work
- Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.

Position Title: **Director of Sponsorship**  
Reports to: Chapter President

### **POSITION SUMMARY:**

The Director of Sponsorship is responsible for promoting opportunities, outreach, and securing of the Chapter's marketing and events' sponsors. **This position is responsible for leading the chapter's Sponsorship Committee of Volunteers on all sponsorship initiatives of the PCMA SE Chapter.**

**Statement of Purpose:** Securing sponsors for Chapter

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

#### **Board & Leadership**

- Accordance with all bylaws and policies mandated by Chapter and PCMA National
- Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
- Attend and participate in an annual board retreat (typically Thursday – Saturday)
- Attend and participate in mid-year one-day Board retreat (typically in June)
- Organize, manage and lead a committee of volunteers
- Accountability for tracking and execution of operational tasks relating to position
- Support initiatives and programs held by the chapter
- Manage budget for any associated costs for Chapter's sponsors
- Create a succession plan and train successor toward end of term

#### **Sponsorship Sales**

- Secure CVB and Supplier sponsors for four (4) quarterly educational programs
- Secure sponsors for Spring and Fall Community Service programs
- Secure sponsorships for annual Social Event
- Secure sponsors for Convening Leaders Chapter Reception
- Organize call for silent auction donations when applicable
- Secure website and e-newsletter sponsors
- Assist with securing sponsors for up to four (4) satellite meeting per year; work with Past President
- Secure annual Volunteer of the Year Sponsor
- Secure annual Planner Recruitment Sponsor
- Secure annual Past Presidents Circle Sponsor
- Monitor sponsorship fulfillment requirements, communicate deadlines, and ensure all are met
- Obtain logos from current sponsors and ensure proper logo placement for duration of sponsorship
- Assign tasks to committee members and schedule quarterly (or more, if needed) conference calls
- Obtain signed sponsorship agreement form from each sponsor and submit to Chapter Admin
- Create and/or work with potential sponsors on new ideas for sponsorship opportunities

#### **Website, Social Media & Online Community Management**

- Write and submit sponsor information for Chapter News on website and subsequent newsletter
- Assist with social media postings to generate sponsorship interest

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledgeable of PCMA
- Ability to outline needs, target prospects, and effectively engage membership for sponsorship participation
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work on own and delegate tasks
- An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
- Proficient in MS Office (Word, Excel, PowerPoint)

**PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:**

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing work
- Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.

Position Title: **Director of Community Service**  
Reports to: Chapter President

**POSITION SUMMARY:**

The Director of Community Service is responsible for securing, promoting and executing the Chapter's community service projects. **This position is responsible for leading the Chapter's Community Service Committee of Volunteers on all community service initiatives of the PCMA SE Chapter.**

**Statement of Purpose:** Plan and execute chapter community service projects

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**Board & Leadership**

- Accordance with all bylaws and policies mandated by Chapter and PCMA National
- Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
- Attend and participate in an annual board retreat (typically Thursday – Saturday)
- Attend and participate in mid-year one-day Board retreat (typically in June)
- Organize, manage and lead a committee of volunteers
- Accountability for tracking and execution of operational tasks relating to position
- Support initiatives and programs held by the chapter
- Manage budget for any associated costs for chapter's community service projects
- Create a succession plan and train successor toward end of term

**Community Service Planning & Execution**

- Secure volunteer projects with an effort to maximize member engagement and participation
- Look for and suggest opportunities to incorporate volunteer concepts within existing events organized for the chapter
- Assist with community service events marketing by providing marketing ideas to help promote event through PCMA SE Chapter marketing vehicles
- Oversee all planning, logistics and execution of community service projects
- Lead community service projects onsite and serve as point person
- Organize efforts for donations collection throughout the year at Chapter's educational programs

**Website, Social Media & Online Community Management**

- Write and submit program information for Chapter News on website and subsequent newsletter
- Assist with social media postings to generate interest and participation

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledgeable of PCMA
- Ability to outline needs, target charitable organizations, and effectively engage membership for participation
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work on own and delegate tasks
- An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
- Proficient in MS Office (Word, Excel, PowerPoint)

**PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:**

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing work
- Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.

Position Title: **Director of Volunteers**  
Reports to: Chapter President

**POSITION SUMMARY:**

The Director of Volunteers is responsible for recruiting, retaining and rewarding volunteers for the PCMA SE Chapter's Committees. **This position is responsible for leading the chapter's Volunteers Committee of Volunteers on all volunteer recruitment initiatives of the PCMA SE Chapter.**

**Statement of Purpose:** Recruiting volunteers for the Chapter's committees

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**Board & Leadership**

- Accordance with all bylaws and policies mandated by Chapter and PCMA National
- Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
- Attend and participate in an annual board retreat (typically Thursday – Saturday)
- Attend and participate in mid-year one-day Board retreat (typically in June)
- Organize, manage and lead a committee of volunteers
- Accountability for tracking and execution of operational tasks relating to position
- Support initiatives and programs held by the chapter
- Manage budget for any associated costs for Chapter's volunteer recruitment programs
- Create a succession plan and train successor toward end of term

**Volunteer Recruitment**

- Help to recruit new PCMA SE Volunteers at meetings, via phone calls, email and social media
- Collect and lead the vote on Quarterly Award Winners for the Volunteer of the Quarter and Volunteer of the Year
- Solicit potential nominees and deserving award applicants for PCMA SE Chapter Scholarships
- Update and maintain a volunteer database and ensure that members are in good membership standing with PCMA National
- Manage the scholarship application and voting process for the annual PCMA Convening Leaders scholarship recipient

**Website, Social Media & Online Community Management**

- Write and submit volunteer information for Chapter News on website and subsequent newsletter
- Assist with social media postings to generate volunteer interest

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledgeable of PCMA
- Ability to outline needs, target prospects, and effectively engage membership for volunteer participation
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work on own and delegate tasks
- An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
- Proficient in MS Office (Word, Excel, PowerPoint)

**PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:**

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing work
- Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.

Position Title: **Director of Education**  
Reports to: Chapter President

**POSITION SUMMARY:**

The Director of Education is responsible for assessing, recommending, and planning for all of the educational content for our chapter programs, approximately 5 – 6 per year, currently held in the Atlanta area and Florida. **This position is responsible for leading the chapter's Education Committee of Volunteers on all events' initiatives of the PCMA SE Chapter.**

**Statement of Purpose:** Plan and execute educational content for all chapter programs

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**Board & Leadership**

- Accordance with all bylaws and policies mandated by Chapter and PCMA National
- Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
- Attend and participate in an annual board retreat (typically Thursday – Saturday)
- Organize, manage and lead a committee of volunteers
- Accountability for tracking and execution of operational tasks relating to position
- Support initiatives and programs held by the chapter
- Manage budget for any associated costs for chapter's programs and events
- Create a succession plan and train successor toward end of term

**Programs and Events Planning & Execution**

- Identify education component of program and determine learning objectives
- Verify availability and interest of targeted presenters; discuss program content and learning objectives and then confirm and contract
- Oversee all speaker contracts
- Along with the chapter administrator, organize applied CEUs for chapter programs with PCMA HQ and the Convention Industry Council
- Organize and submit all speaker(s) bio, headshot, session title and session description for use on website and in email blasts in order to promote the program
- Pre-event planning with speakers and to secure accurate AV and stage needs
- Coordinate and act as point person for speaker(s) pre-event and onsite
- Review and report on post event feedback received from attendee surveys to determine educational points of interest from members

**Website, Social Media & Online Community Management**

- Write and submit educational highlights and information for Chapter News on website and subsequent newsletter
- Assist with social media postings to generate interest and attendance

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledgeable of PCMA
- Ability to outline needs, secure vendors, and operate programs
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work on own and delegate tasks
- An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
- Proficient in MS Office (Word, Excel, PowerPoint)

**PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:**

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing work
- Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.

Position Title: **Director of Live Event Experience**  
Reports to: Chapter President

**POSITION SUMMARY:**

The Director of Live Event Experience is responsible for planning and execution of chapter's three educational programs, and two social events in Atlanta-area each year. Additionally, this position will work with the chapter past president to ensure no programming overlap with the two annual educational programs in Florida, and annual holiday luncheon in Atlanta. **This position is responsible for leading the chapter's Live Event Experience Committee of Volunteers on all events initiatives of the PCMA SE Chapter.**

**Statement of Purpose:** Plan and execute chapter programs and events, with a specific focus on the attendee experience

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

**Board & Leadership**

- Accordance with all bylaws and policies mandated by Chapter and PCMA National
- Attend and participate in monthly board meetings, which are conference call and in-person throughout the year
- Attend and participate in an annual board retreat (typically Thursday – Saturday)
- Organize, manage and lead a committee of volunteers
- Accountability for tracking and execution of operational tasks relating to position
- Support initiatives and programs held by the chapter
- Manage budget for any associated costs for chapter's programs and events
- Create a succession plan and train successor toward end of term

**Programs and Events Planning & Execution**

- Identify venues that could possibly suit the needs of the program, inquire if there is an interest, discuss benefits and stipend, and confirm venue date availability and contract
- Oversee all vendor contracts; design and manage meeting templates and agenda, including looping slides, program slides and the run of show for the program
- Complete Registration Site Request Form, send to administrator/Communications Committee Chair, set target date to go live
- Pre-event planning with sponsors to secure accurate AV and stage needs
- Coordinate and act as point person onsite

**Website, Social Media & Online Community Management**

- Write and submit program information for Chapter News on website and subsequent newsletter
- Assist with social media postings to generate interest and attendance

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledgeable of PCMA
- Ability to outline needs, secure vendors, and operate programs
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work on own and delegate tasks
- An excellent, open, articulate, and personable communicator with diplomatic and persuasive communication skills
- Proficient in MS Office (Word, Excel, PowerPoint)

**PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:**

- Ability to perform work utilizing a computer for extended periods of time
- Ability to sit for extended periods of time in performing work
- Ability to travel by air or ground transportation as required in performing the work and abilities as described to perform the job on a consistent basis.

## **MEETINGS OF THE BOARD**

1. The board of directors will meet as determined by Chapter Bylaws.
2. A combined board meeting of the outgoing and incoming officers should be held In December of new officers and board members.
3. Special meetings of the board may be called by the president as needed.
4. Should a board member be absent from two (2) or more meetings (either in person or via conference call), without cause, the board can deem them as neglecting their duty and can be expelled from the board as outlined in the Bylaws. Recorded verbal warning by the President followed by an official written warning before a decision at the board level.

## **ANNUAL FALL BOARD RETREAT**

1. Chapter would have slate approved by end of September and conduct a leadership retreat sometime in the early fall. This would allow incoming officers to make a smooth transition for the coming year. And provide a time for strategic planning for the coming year.
2. It is the duty of the president-elect to choose location, schedule, plan and conduct the meeting, although it should be a joint effort between the incoming and outgoing president.
3. Should begin by 1:00pm on Thursday and end by noon on Saturday.
4. Some areas that should be addressed at the Fall Board Retreat:
  - Plan your next year's education calendar.
  - Committees can determine goals and timelines
  - Set your next year's budget
  - Make decisions about your chapter's next year's community service events
  - Create a unified team by conducting team - building exercises.

## **MID-YEAR BOARD RETREAT**

1. Planned by chapter president
2. Full day Board meeting to review budget, review strategic plan set at the Fall board retreat and goals for the balance of the calendar year.
3. Normally held in Atlanta area.

## **SECTION TWO COMMITTEES**

Each chapter establishes the number of committees and their functions in order to meet the needs of the members and to facilitate business.

### **COMMITTEE CHAIRS**

#### **Definition:**

Committee Chairs shall be the nominated Directors. Members of the committees shall be PCMA SE members in good standing.

Committee membership is a privilege and should be a balance of personalities and talents.

#### **Responsibilities:**

Committee chairs assume responsibility for fulfilling the objectives of their committees at the beginning of each calendar year.

#### **Duties:**

1. Obtain the charge and policy for the committee from the president.
2. Select committee members from the general membership.
3. At the first committee meeting, the chair communicates the policy of the committee, the charge to the committee, and the chair's expectations of committee members.
4. If you are unable to function after accepting to serve, submit your resignation to the president immediately so that he or she can replace you.
5. If you are unable to attend a chapter meeting, arrange for someone from the committee to give the monthly report.
6. Submit a written report (3 business days) to the Chapter Secretary and Chapter Administrator prior to the beginning of the chapter meeting.
7. Include in your report: committee charge, objectives completed, ongoing objectives, and recommendation for future function.
8. The chair or his or her designee attends any chapter function that directly involves that committee.
9. The chair delivers all property and committee data to the new chair within thirty days of the new chair's appointment.
10. Keep current information in the committee's handbook that details all duties and activities of the committee.

#### **Conducting the Committee Meeting:**

1. Success as a committee chair rests on your ability to spark enthusiasm for the committee projects. You should study the duties of the committee and plan an agenda for each of the meetings.
2. The first meeting should be held soon after appointment.
3. Preliminary work assignments are made, and projects discussed. Also, the date, place, and time of the next meeting should be decided.
4. All meetings requiring conference calls shall use the Chapter's designated carrier provider. Individual conference call providers should not be used, and if they are, no reimbursement shall be provided.

**Committee Reports:**

Committee reports are made to the board of directors. At the close of the year, each committee chair creates a report that summarizes committee's progress, accomplishments, expenditures, and recommendations for further developments. The report is signed by the chair. A copy should be placed in the committee file for reference. The Chapter president may ask that reports be given at the November annual meeting. These reports are verbal and should be brief.

**At the Close of the Term:**

Transfer files to your successor.

**COMMITTEE MEMBERS****Definition:**

Committee members are selected by the appointed committee director. Committees of the organization help do the work of the chapter. Committee membership is a privilege and offers members the opportunity to develop leadership skills.

**Responsibilities:**

Because committee responsibilities vary, please review the individual committee descriptions covered in the next section, "chapter committees and their functions."

**Duties:**

1. Committee members will attend committee meetings and chapter functions involving that committee.
2. Committee members will perform committee functions required of them
3. Any member wishing to leave a committee must inform the chair, who will then replace the member if necessary.

**Committee Work:**

1. Standing committees perform the ongoing work of the organization as established by the bylaws and policies.
2. Special committees are appointed by the president to carry out a specific purpose.
3. The special committees report to the president and membership when their work is completed, then the committees are dissolved.
4. Decisions recommended by these special committees still need approval from the entire Board
5. Each committee has its own area of work and activities should be restricted to that area.
6. For any committee to reach its goal, each member should accept responsibility.
7. Members must be willing to compromise unless a matter of principle is involved. In case of conflict, members should listen with open minds and seek some union of opinion to further the committee's objectives.
8. Committee members who are unable to fulfill their obligations should be replaced according to policy.

## CHAPTER COMMITTEE'S AND THEIR FUNCTIONS

### EXECUTIVE COMMITTEE

**Definition:**

The executive committee shall be composed of the: President, President- Elect, Secretary/Treasurer and Immediate Past President.

**Responsibilities:**

The executive committee is empowered by the Board to act on behalf of the Board on *urgent* matters when a Board meeting is not scheduled, and the decisions are menial. When decisions with greater impacts to the membership are needed urgently, the executive can meet and provide a final recommendation to the Board for approval before any decision is made final.

**Meetings:**

The executive committee shall meet at the call of the president, or upon the call of three (3) committee members, upon seventy-two (72) hours' notice given by email to all members. Three (3) members of the committee shall constitute a quorum.

**Duties:**

The president shall preside at all meetings of the executive committee. Actions of the committee shall be reported to the board for ratification at its next meeting.

### FINANCE COMMITTEE

**Definition:**

The finance committee is a standing committee of the chapter. The Chapter Treasurer acts as chair. Committee members consists of the executive committee.

**Responsibilities:**

The finance committee establishes monetary objectives and limitations for the financial operation of the organization and monitors all accounts.

**Duties:**

1. Ensure that all operating expenses are covered by regular fixed income.
2. Present the officers and board of directors with a budget for the coming fiscal year.
3. Review financial reports monthly and annually for the purpose of submitting books for audit year. At the discretion of the board of directors, an audit of the chapter's books may be mandated.
4. Prepare an annual year-end report noting financial achievements,

## **MEMBERSHIP COMMITTEE**

### **Definition:**

To encourage the enrollment and retention of all eligible members in the association and to initiate and coordinate membership services made available through HQ.

### **Responsibilities:**

The membership committee promotes and maintains growth of the chapter. It acts to welcome new members and potential members to the chapter as well as work to retain of members who allow their membership to lapse. It also maintains the membership file.

### **Duties:**

1. Forward all non-member meeting attendees to headquarters for prospective member solicitation.
2. Contact new members, including a calendar of chapter events.
3. Introduce new members in attendance at meetings.
4. Assign a mentor to all new members at their time of joining.
5. Greet visitors and new members at meetings and alert the president of their presence.
6. Make contact with visitors for membership recruitment purposes.
7. Call members who have let their membership expire and encourage them to rejoin. Write letters as follow up.
8. Develop and implement a membership marketing plan.
9. Do a personal follow- up or survey of members who never attend meetings to ascertain the causes.
10. Develop and encourage members who residing outside the Atlanta area to accept committee positions.
11. Prepare an annual year-end report citing achievements, listing committee members, and
12. making recommendations.

## **NOMINATING COMMITTEE**

### **Definition:**

To prepare a slate of candidates for officers and board of directors within the rules set forth in the bylaws.

### **Responsibilities:**

The nominating committee is responsible for developing a slate of candidates for the annual election process. Committee consists 3-4 additional PCMA members in good standing-past president's preferred.

### **Duties:**

1. The nominating process should be conducted in late summer so that a slate may be developed and ratified by end of August. This will ensure plenty of time to coordinate a board retreat where all incoming officers may be present.
2. Distribute Call for Nomination Forms to begin compiling a list of potential candidates.
3. Select candidates, considering the individual's participation within the chapter, attendance at meetings, and contributions to the organization.
4. Check qualifications and eligibility of candidates for office.
5. Present a list of candidates to the membership for officers and board members.
8. Develop and encourage committee positions for members residing outside of the Atlanta area

## PROGRAM COMMITTEE

### Definition:

To plan and implement the meetings of the chapter with input from the membership and other sources as the committee may select.

### Duties:

1. Ensure that all educational activities planned reflect the educational philosophy and objectives of PCMA.
2. Submit tentative schedule of educational activities for board approval by the fall for the coming calendar year.
3. Work with the *Community Service* committee to coordinate dates for each committee's activities.
4. Work with members in all areas of the chapter's geographic boundaries to investigate ways to offer chapter education outside of Atlanta.
5. Make all arrangements for booking appropriate meeting space well in advance.
6. Work with sponsorship committee to obtain the most favorable prices possible
7. Ensure that program announcements are professionally produced and include "learner outcomes." (to be coordinated by the Chapter Administrator and Communications)
8. Offer CEU credits for educational sessions and advertise that fact. (to be coordinated by the Chapter Administrator)
9. Establish a program announcement distribution policy to ensure that announcements are sent in a timely fashion. It is recommended that announcements be sent at least 4 times, prior to the meeting. (to be coordinated by the Chapter Administrator and Communications)
10. Utilize e-mail, social media, mail and the PCMA Web site to maximize advertising efforts. (to be coordinated by the Chapter Secretariat and Communications)
11. Arrange for necessary audiovisual equipment, parking, refreshments, locations, dates, speakers, times, etc. (to be coordinated by the Chapter Administrator)
12. Ensure that sponsors are given proper acknowledgement. (to be coordinated by the Chapter Administrator)
13. **Write appropriate thank-you notes.**
14. Develop and encourage committee positions for members residing outside the Atlanta area.

### Chapter Education-Programming

1. The mission of PCMA is to serve the association community by enhancing effectiveness of meetings, conventions, and exhibitions through member and industry education and by promoting the value of the meetings industry to the general public.
2. Develop educational opportunities and present them to the chapter board. The board will review, edit, and/ or approve these programs. Planning and management of these programs.
3. Committee will send educational assessment survey each year to determine topics of interest or need by members
4. Whenever possible, educational programs should be held at facilities of a PCMA member.
5. PCMA members should be given preference as presenters at chapter educational programs when equal knowledge and skills exist among all candidates.
6. Attendance at educational programs should be offered to PCMA members and non-

member prospects. Programs should be a major opportunity to recruit new members.

### **Checklist of Item for Programs:**

1. Publicize chapter events as soon as they are defined to stimulate interest and support and to boost attendance. Use learner outcomes to clearly illustrate the “take home” benefits of the session. Additionally, offer CEU credits whenever possible.
2. Prepare promotional notices in conjunction with the Communications Committee at least six weeks in advance. (to be coordinated by the Chapter Administrator)
3. Prepare name badges in advance. (to be handled by the Chapter Administrator)
4. Have volunteers available at the program to respond to inquiries about membership in PCMA.
5. Collect business cards from all non-member attendees and provide to the Membership Committee for the prospective member mailing list.
6. Announce upcoming PCMA conferences and events A brief explanation of PCMA's mission should be given.
7. Guest speakers should be advised not to indulge in self-promotion. Company names, etc. should be referenced only for purposes of identification or to provide pertinent responses to questions. Speakers should consult with the Program Director prior to the function. It is the committee's responsibility to convey these self-promotion parameters to speakers.
8. After the program, the committee chair should complete a chapter program report and report to the Board.

### **Guidelines for Pricing Chapter Events and Programs:**

1. Each program sponsored by the chapter should be designed to be financially self-supporting and provide a reasonable profit for the chapter.
2. Set a minimum attendance goal per meeting for members and non-members.
3. Note: there should be tiered pricing for members, non-members, suppliers and students.
4. Consider selling tickets. Try to have prizes donated by chapter sponsors.
5. Obtain sponsorships to reduce costs. Sponsors should be recognized from the podium and in as many other ways as possible and in accordance with contracted sponsorship level. (to be coordinated by the Chapter Administrator and Sponsorship Committee)
6. Establish a cancellation policy for no-shows and note this on the promotional materials.

### **Program Evaluation**

Program evaluation is critical to future planning of successful chapter educational opportunities.

## **COMMUNITY SERVICE COMMITTEE**

### **Definition:**

To actively promote the involvement of members & potential members in community service initiatives across the chapter's geographic region.

### **Responsibilities:**

1. Plan and implement the community service activities within the chapter with input from the board and other sources as the committee may select.
2. Achieve annual volunteer event recruitment goals.
3. To support and help to achieve the Chapters overall Strategic Goals.

**Duties:**

1. Submit tentative schedule of community service activities for board approval by the fall for the coming calendar year.
2. Work with the Program Committee to coordinate dates for each committee's events/ activities.
3. Work with members in all areas of the chapter's geographic boundaries to investigate ways to offer chapter community services activities outside the Atlanta area.
4. Make all arrangements for booking the appropriate charitable/ community organization well in advance of event date. Negotiate all on- site participation details.
5. Attend (or assign a representative) all chapter programs & events to support volunteer recruitment initiatives for community service events.
6. Ensure that any community service chapter sponsors are given proper acknowledgement.
7. **Write appropriate thank-you notes.**
8. Develop and encourage committee positions for members residing outside the Atlanta area.

**COMMUNICATIONS COMMITTEE****Definition:**

To communicate chapter and industry news, activities, and events to chapter members

**Responsibilities:**

Identifying, collecting, and producing chapter communications to distribute via email newsletter, chapter Website, email announcements, Chapter Facebook page, LinkedIn and Twitter. Ensure that chapter communications follow logo and PCMA HQ communication guidelines.

**Duties:**

1. Collect and prepare announcements for chapter events in a variety of chapter communication vehicles
2. Create calendar and content for e-blasts as required (minimum of weekly)
3. Collect and coordinate content for production of chapter newsletters, possible writing articles for newsletter
4. Update chapter Web site pages including; news, calendar of events, main page, chapter leader listing, etc.
5. Take photos at chapter events and share on website and chapter Facebook page. Photos should be high resolution
6. Work with chapter administrator in to ensure branding of sponsors is correct
7. Work with program committee to ensure marketing campaigns in place for all educational programming
8. Work with sponsorship committee to ensure all sponsors receive their required recognition in communications with members
9. Work with community service committee to ensure marketing campaigns in place for all community service events
10. Create and execute social media calendar for all chapter events and news

## **SPONSORSHIP COMMITTEE**

### **Definition:**

To actively promote the importance and benefits of partner support of the local PCMA chapter to all members and all potential members and secure funding to support chapter operations, educational programs, and events.

### **Responsibilities:**

1. Grow chapter operational & program funds.
2. Achieve annual sponsor financial goals.
3. Secure 'in-kind' sponsor support.
4. To support and help to achieve the Chapters overall Strategic Goals.

### **Duties:**

1. Determine an annual sponsorship goal and monitor regularly.
2. In conjunction with the Board, determine annual sponsorship fulfillment benefits.
3. Approve all annual sponsorship contractual agreements.
4. Create an annual sponsor target contact listing.
5. Solicit annual sponsor agreements – both cash & in-kind with existing & new sponsors.
6. Support the Program Committee with solicitation of cash & in-kind partner support.
7. Design an annual sponsorship prospectus.
8. Attend (or assign a representative) all chapter programs & events to support solicitation initiatives.
9. Work with program committee to manage a minimum of (1) silent auction per year. One to be held during the chapter reception during Convening Leaders. Another can be held during the spring networking event.

## **VOLUNTEER COMMITTEE**

### **Definition:**

The Volunteer Committee will be responsible for recruitment and retention of chapter volunteers and for recognizing and rewarding volunteers of the Chapter.

### **Duties:**

1. Under the direction of the Director of Volunteers, the committee shall:
2. Help recruit volunteers for chapter committees through recruiting, screening and assigning volunteer as required.
3. Assist Directors recruit or select appropriate Co-Chairs for their committee, keeping in mind the goals of the Chapter Succession Plan
4. Assist the Board in the development of the Chapter Succession Plan
5. Send email quarterly to Board requesting nominations for Volunteer of the quarter and will vote on quarterly winner. Award is given at the February meeting, May networking event, August meeting and November meeting. (2<sup>nd</sup> and 3<sup>rd</sup> quarter winners can be given at the August luncheon.)
6. Work with the Board to design and implement an annual recognition awards. The Awards will be presented during the November Annual meeting luncheon and program.
7. Send quarterly winners to Board in November to choose volunteer of the year. This award is given at the December Holiday luncheon held in conjunction with MPI Georgia and IAEE.

**OTHER SPECIAL COMMITTEES**

The president may appoint additional committees to promote the objectives, purposes, and activities of the chapter. The definitions, responsibilities, and methods of functioning must be agreed upon and put in writing for current and future review. Other committees may include, but are not limited to bylaws, and student liaison.

## **SECTION THREE** *(Developed by PCMA HQ)* **THE LEGAL STUFF**

### **Bylaws**

Bylaws are rules adopted and maintained by a chapter to define and direct its internal structure and management. Bylaws may be viewed as constituting the terms of an agreement between a chapter and its members. Any time a chapter amends its bylaws; they must be received and approved by the PCMA HQ.

### **Legal Liabilities and Responsibilities of Chapter Members**

As a PCMA chapter leader you should be aware of the legal principles that govern chapter activity so that you can understand the legal relationship between PCMA and the chapter. This will enable you to know what kind of personal exposure you may have to liability and help you protect yourself against actions which could create legal problems.

### **The PCMA-Chapter Relationship**

The Board of Directors may permit PCMA members to establish chapters, provided such chapters are established in accordance with procedures set forth by the Board. Such chapters shall be subject to the provisions of these Bylaws and all other requirements established by the PCMA Board of Directors. Such requirements shall include, but not be limited to the following:

- (i) Chapter bylaws and amendments must be approved by the PCMA Board of Directors.
- (ii) Chapter membership categories must be the same as those of PCMA.
- (iii) Chapter activities must be reported to PCMA in accordance with PCMA chapter policies.
- (iv) Chapter territories must be approved by the PCMA Board.

Section 2. A Chapter may be dissolved only with the prior approval of the PCMA Board of Directors. In the event of dissolution, any chapter assets remaining after the payment of outstanding liabilities shall become the property of PCMA.

Chapters are responsible for their own financial obligations, and they should refrain from conducting chapter activities outside of their designated territory or in activities which conflict with PCMA programs.

### **Individual Member Liability**

Nothing herein shall constitute members of PCMA as partners for any purpose. No member, officer, agent or employee of this organization shall be liable for the acts or failure to act on the part of any other member, officer, agent or employee of PCMA, nor shall any of the members, officers, agents, or employees be liable for their acts or failure to act under these bylaws, excepting acts, or omissions to act, arising out of willful misfeasance.

In the exercise of their legal responsibilities, chapter leaders should review the following guidelines.

1. Prior to assuming a leadership role, educate yourself about chapter activities, review the bylaws and other governing documents, review past board or committee minutes, and inquire about chapter tax exempt status.
2. Understand the relationship between PCMA and chapters so you are able to recognize activities which are in violation of provisions provided in the PCMA bylaws.
3. Attend board or committee meetings. If a meeting is missed, be sure to read the minutes of the meeting.
4. Participate and ask questions so that you understand what is being discussed and so that you can vote intelligently.
5. Avoid any conflict of interest or appearance of conflict of interest by abstaining from voting and/ or participating in discussions in any matters in which you have a real or perceived interest.
6. When you vote against the majority on a point that you think is serious, ask that the minutes reflect your vote.
7. Whenever a matter arises that requires a legal opinion, ask that legal advice be obtained before final action is taken.

As an added measure, chapters will purchase Directors and Officers Insurance (association professional liability insurance), which is obtained through HQ for an annual fee. This insurance protects the board of directors against claims of personal liability while acting on behalf of the chapter by providing payment for damages and defense costs in claims against the individual(s).

### **PCMA Website**

The PCMA site is provided as a service for the members of Professional Convention Management Association (PCMA). PCMA is not responsible for the opinions and information posted on this site by others. We disclaim all warranties with regard to information posted on this site, whether posted by PCMA or any third party; this disclaimer includes all implied warranties of merchantability and fitness. In no event shall PCMA be liable for any special, indirect, or consequential damages or any damages whatsoever resulting from loss of use, data, or profits, arising out of or in connection with the use or performance of any information posted on this site.

Do not post any defamatory, abusive, profane, threatening, offensive, or illegal materials. Do not post any information or other material protected by copyright without the permission of the copyright owner. By posting material, the posting party warrants and represents that he or she owns the copyright with respect to such material or has received permission from the copyright owner. In addition, the posting party grants PCMA and users of this site the nonexclusive right and license to display, copy, publish, distribute, transmit, print, and use such information or other material.

Messages should not be posted if they encourage or facilitate members to arrive at any agreement that either expressly or impliedly leads to price fixing, a boycott of another's business, or other conduct intended to illegally restrict free trade. Messages that encourage or facilitate an agreement about the following subjects are inappropriate: prices, discounts, or terms or conditions of sale; salaries; profits, profit margins, or cost data; market shares, sales territories, or markets; allocation of customers or territories; or selection, rejection, or termination of customers or suppliers.

PCMA does not actively monitor the site for inappropriate postings and does not on its own

undertake editorial control of postings. However, in the event that any inappropriate posting is brought to the attention of PCMA we will take all appropriate action.

PCMA reserves the right to terminate access to any user who does not abide by these guidelines.

## **SECTION FOUR MARKETING AND PROMOTION**

### **Chapter Logo, PCMA Seal, and Graphics Guidelines**

The PCMA logo and corporate seal may not be altered, either by deletion of any part or addition of other components or modification in any way. Any use of the PCMA logo or seal, in conjunction with a chapter logo or other artwork, must be approved in writing by PCMA.

### **Guidelines**

PCMA Chapter logos shall not be used in any way that would not be generally accepted by meetings industry professionals as being in good taste. PCMA Chapter logos should not be enlarged or reduced proportionately and should not be altered in any way; to do so is a violation of the trademark.

### **Logo Meaning**

The circular image implies constant motion with PCMA at the center of the motion. This captures the message of the Strategic Plan and portrays PCMA as a dynamic organization. PCMA can also be seen as a globe, emphasizing the international breadth of the organization and the industry. PCMA Chapter logos include a symbol of that chapter in black box to the left of the Chapter name. This symbol cannot be altered in any way.

### **Color**

Color version — To be used in two- to four- color printed material

Blue Arches = Solid: Pantone® 542 C CMYK Process: C: 76/ M: 23.4/ Y: 0 / K: 8.5 Letters and Chapter Emblem = Black

Black version — To be used in black and white printed material only White version — To be used against dark backgrounds only

Exception: On pieces that are designed in solely one or two colors (other than Pantone® 542 or black), both lettering, chapter emblem, and the arches should appear in one solid color.

### **Incorrect Uses**

1. The arches are never enclosed. There are no overlaying, crossing over or joining elements in the logo. Do not redraw, redesign or reconfigure any element that is a part of the PCMA Chapter logo.
2. The PCMA Chapter logo type has been specially designed and should not be typeset or redrawn in any way.
3. Do not use any other color combination for the PCMA Chapter logo.
4. In one- or two- color printing, do not apply different opacity to the elements of the logo other than 100% of a solid color.
5. The PCMA Chapter logo was designed to form a solid shape. Do not print the logo in outlined version.
6. The PCMA Chapter logo should be enlarged or reduced proportionately.
7. Area of non- interference. The required minimum space is marked by the red square (the height and width of the square). The square marks the minimum distance of all sides of the logo that should be kept clear. Do not place text, other symbols and logotypes, photographs or illustrations within the required minimum clear space.

## Chapter Web Site

For the most comprehensive and updated information, chapter members should be encouraged to visit the PCMA Web site at [www.pcma.org](http://www.pcma.org). The Web site includes information about PCMA meetings, membership, and chapter activities. It is imperative that chapters maintain the most up to date information on their respective sites. Here are some helpful hints:

- a. Delegate a point person for your web site to ensure that the chapter information is current.
- b. Information should be updated via the PCMA Web Admin Toolset. Assistance with this toolset can be requested from PCMA.
- c. Look for changes to your board or committee listings...Be sure to include e mail addresses.
- d. Update chapter meetings and activities in the chapter educational calendar.
- e. Advertise your web page address in your newsletters and program announcements.
- f. Check to see if any of the template categories for your chapter are blank. Many are easy to update.
- g. Don't forget that you have the opportunity to sell banner ads and hot links on your site...and 100% of the revenue goes to the chapter! The average length a user is on the site is 13 minutes and 11 seconds!
- h. Be sure to use the "news" tab to link to your chapter's current newsletter.

## **SECTION FIVE POLICIES**

### **PCMA PRINCIPLES OF PROFESSIONAL AND ETHICAL CONDUCT**

PCMA represents the highest levels of professional and ethical behavior in the convention and meetings industry. This association has adopted these Principles of Professional and Ethical Conduct and its members use them as standards of honorable behavior by which they may evaluate their relationships with their organizations, suppliers, and colleagues. As a member of the PCMA, I will:

- I. Conduct myself with integrity, respect, honesty and credibility.
- II. Approach all meetings in accordance with the highest ethical standards of professionalism and personal conduct.
- III. Negotiate all agreements in good faith respecting the rights of all parties involved.
- IV. Respect the policies and regulations of those organizations with whom I deal.
- V. Pursue continuing education related to the convention and meetings industry and share knowledge learned with others to further the profession.
- VI. Avoid all activities that will cause damage to or discredit to my organization, the convention and meetings industry, or myself.
- VII. Refuse inappropriate gifts, incentives and/ or services in any business dealings that may be offered as a result of my position and could be perceived as personal gain.
- VIII. Avoid any and all conflicts of interest and advise all parties, including my organization, of any situations where a conflict of interest exists.
- IX. Value diversity and strive to reflect it by providing and fostering meetings and conventions that create an inclusive atmosphere for people regardless of their national origin, race, religion, sex, marital status, age, sexual orientation, physical or mental impairment.
- X. Protect our environment and the Earth by adapting "green social initiatives" as applicable for meetings and conventions

### **SPONSORSHIP**

The PCMA SE Chapter welcomes sponsorship from CVB's and businesses. The aim of sponsorship is to obtain funding or in-kind support to provide services and equipment that may not otherwise be available. The Board believes that PCMA SE Chapter plays an important role in the meetings and conference industry; sponsorship revenue should only be used to fund additional, optional services or new innovative programs and initiatives for our members.

### **Guiding Principles**

The following principles will guide the PCMA SE Chapter in accepting sponsorship or other support to enhance or develop the Chapter member programs and services:

- All sponsorship or support must further Chapter goals, objectives and priorities.
- Sponsorship agreements must not give unfair advantage to, or cause discrimination against, any sectors of our membership.
- Sponsors may not direct the selection of collections or require endorsement of any products or services.
- Sponsorship or support must leave open the opportunity for other actual or potential sponsors to have similar opportunities to provide support to PCMA SE Chapter.

## **Recognition and Acknowledgement**

The PCMA SE Chapter will ensure that each sponsor receives acknowledgement. The following guidelines will be used in providing acknowledgement to and recognition of sponsors:

- A letter of acknowledgement for money and in-kind support will be sent to all sponsors and a copy will be placed on file.
- Any special recognition agreements will be stipulated in the letter.
- Acknowledgement of sponsorship will be guided by the Chapters current Prospectus which is updated on a yearly basis.

## **Approval**

All sponsorship, grants or in-kind support given with special requirements must be approved by the Sponsorship Director.

## **Authority for Implementation**

The PCMA SE Chapter reserves the right to make decisions regarding the implementation of each sponsorship, grant or in-kind support. Purchasing decisions, including type of furnishings, F&B, Conference site, Accommodation, AV among other areas of Chapter Activities. The PCMA SE Chapter reserves the right to deny partnerships or sponsorships for any reason and to end these arrangements at any time if, in the opinion of the board of directors, the services or image of the PCMA SE Chapter warrant such action.

## **MEMBER LIST PRIVACY**

The purpose of this policy is to ensure our PCMA members are not unduly solicited; and that PCMA is not misrepresented by any form of advertisement or endorsement. PCMA does not make available for rental of our members' phone, fax or e-mail information.

Advertisements and communications should clearly indicate this is a member address mailing list only.

Each chapter President will designate two parties (designated by the chapter President) who will be issued a password and instructions for accessing membership lists. Any other members wishing to use these lists for PCMA business will need to have their correspondence sent by the chapter president or designated party on their behalf.

In the event that the chapter wishes to enter into a joint event or partnership with another industry association, labels, lists, or electronic lists cannot be provided. Rather, the PCMA chapter should offer to send the notification on behalf of the chapter as a special promotion for PCMA chapter members.

**\* Chapters shall be permitted to provide an event registration list of the attendees to the event sponsor. This may be provided for one time use only and will include name and (company) address only, no e-mail addresses, or phone numbers.**

On a yearly basis, the two-chapter contacts as designated by the chapter President will be asked to sign a membership list agreement form stating that they understand and will abide by the policy.

## **THIRD PARTY CONTRACT**

A third-party contract is a contract between the chapter and a company that provides a service to the chapter. It can also be described as a contract agreement between multiple associations for

a joint event. This contract can only be signed by the Chapter President.

The purpose of this policy is to ensure our PCMA chapters, headquarters and 3rd party vendors are protected and that contracts are in alignment with PCMA Board of Directors policies and procedures.

For all chapter projects, the board of directors will source a minimum of 3 proposals for the required service. A summary will be provided by the Chapter Administrator and approval will be made by the appropriate committee and final approval by the board of directors should the expense be out of the approved budget for the committee.

### **CONFIDENTIALITY**

Meeting discussions and handouts are for the purpose of discussion and deliberation. Please respect confidentiality after the meeting and recognize that the chief elected officer is the spokesperson for the board unless otherwise specifically indicated.

