

Calendar of Events

April 15, 2020

Seminar: Intensive Membership Training with Cathi Hight - Arlington Heights

25N Arlington Heights (Arlington Heights Chamber)

3400 W Stonegate Blvd

Arlington Heights, IL 60005

10:00 AM - 03:00 PM CST

Join us for a day-long seminar with Cathi covering the following membership topics:?

Member Personas Drive the Decision to Engage

??One Size Fits No One - Recognizing Differences

Member Personas and Why They Matter

5-steps to create Member Personas

Align Programming and Messaging to Personas

Smart Recruiting to Increase Retention and Revenue

Benchmark with Chamber Peers

Identify Retention and Recruiting Patterns

Develop Recruiting Strategies

Create Targeted Recruiting Campaigns

Win Back Campaigns to Court Dropped Members

The Forgotten Lifecycle of Membership

Common Reasons Why Members Drop

4 Steps to Create a Win Back Campaign

Elements of Successful Win Back Campaigns

April 16, 2020

Seminar - Intensive Membership Training with Cathi Hight - Springfield

Island Bay Yacht Club

76 Yacht Club Road

Springfield, IL 62712

10:00 AM - 03:00 PM CST

Join us for a day-long seminar with Cathi covering the following membership topics:?

Member Personas Drive the Decision to Engage

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5-steps to create Member Personas

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June 24, 2020

Webinar: Chamber/Economic Development Organizations Mergers: Pros, Cons, and Unintended

Via webinar

02:00 PM - 03:00 PM CST

As a leading funder of Chambers and economic development organizations, NCDS has witnessed and participated in a variety of mergers, consolidations, and alternative organizational structures. Whether your organization is currently contemplating a merger or re-structure, or you just want to be prepared for when one of your leaders suggests it (i.e. the inevitable!), Tom DiFiore will highlight some of the things you should know, do, and guard against.