

PCMA Capital Chapter

Strategic Plan

2020 – 2022

The PCMA Capital Chapter Strategic Plan is designed to guide the vision and mission of the Chapter for the next three years. This Strategic plan is designed to be a living document. Over the course of its three-year scope, the Board of Directors will regularly assess the progress of achieving the goals and may adjust the strategic plan to address changes in the priorities and needs of our industry and members to ensure the success and sustainability of the Chapter. These assessments should be conducted on a quarterly basis and ultimately be the guide to ensure incorporation for new and existing projects and initiatives developed and/or executed by Committees.

Mission of the Chapter

Proposed- The mission of the PCMA Capital Chapter is to serve the business events industry by connecting our members through advocacy, education, leadership, and volunteerism.

Current- *The mission of the PCMA Capital Chapter is to be the leading organization for meetings and events professionals by delivering superior and innovative education, connecting members of the community, and promoting the value of professional convention management.*

The Vision

Proposed- The PCMA Capital Chapter will thrive as an inclusive and diverse community that embraces change through collaboration, innovation, and education.

Current- *To be the leading community of choice for education and thought leadership among meetings and events industry professionals in the greater Washington, DC, region and be an advocate for the promotion of meetings and events management within the industry and the general public.*

PCMA Capital Chapter Values and Goals

The Chapter is driven by the following values and goals with the objective to incorporate them into all activities and at all levels.

Diversity

Inclusion

Education

Innovation

Member Experience

Volunteer Experience

3-Year Vision for Strategic Goals:

Goal Area: Diversity

Definition: Seek to empower Chapter members of diverse communities, cultures, and identities to find success in our industry

3-Year Strategies:

1. Create opportunities to highlight the stories and accomplishments of members making sure to include representation from all segments of the membership.
2. Encourage and invite members from all segments to actively participate in the chapter
3. Integrate topics on diversity into chapter educational offerings
4. Cultivate relationships with organizations who are also focused on diversity and inclusion
5. Develop a Diversity Task Force to evaluate and activate initiatives

Goal Area: Inclusion

Definition: Create a warm and welcoming environment where people are encouraged to grow and thrive.

3-Year Strategies:

1. Embrace behaviors that make people feel wanted and valued
2. Create a community where everyone has a voice
3. Promote a sense of belonging

Goal Area: Education

Definition: Create relevant, innovative & impactful education.

3-Year Strategies:

1. Build creative and relevant experiences delivered on multiple platforms using a variety of formats
2. Thoughtful content curation inclusive of all member needs, interests and skill levels.
3. Provide awareness by educating and communicating laws and policies that impact the business event industry.
4. Cultivate opportunities with organizations which align and expand our educational goals.

3-Year Vision for Strategic Goals: (Continued)

Goal Area: Innovation

Definition: Embrace an innovative and forward-thinking approach to ensure a relevant, impactful, and beneficial member experience.

3-Year Strategies:

1. Embrace purposeful change through meaningful innovation with a willingness to take risks
2. Experiment with new technology and design
3. Develop new opportunities to engage stakeholders

Goal Area: Member Experience

Definition: Evaluate and develop innovative experiences that ensure we are meeting the evolving needs of all membership categories

3-Year Strategies:

1. Address member needs from all industry segments and experience levels.
2. Ensure continued growth and value to our sponsor members as an investment
3. Market the brand- Tell the story of our chapter, its offerings, and member journey.

Goal Area: Volunteer Experience

Definition: Ensure the volunteer experience is rewarding and fulfilling

3-Year Strategies:

1. Continue to improve and enhance the volunteer resources toolbox
2. Celebrate and recognize those who contribute their time to ensure the ongoing success of the chapter
3. Define the roles of the volunteer positions; create micro volunteer opportunities where feasible
4. Actively promote, cultivate, and grow volunteer opportunities increasing member engagement.