**June 14, 2017**

**ECD Board Call**

**8:30 a.m.**

**Best Practices Discussion with Holly Prather, Bluegrass Chapter**

*Bluegrass Chapter's Holly Prather will share her experiences and success stories relating to programming and partnering with other professional organizations to generate a more holistic event calendar and robust experience for members. Holly serves as Vice President of the Leadership Louisville Center. She has been a PRSA member since 2001 and served as Bluegrass Chapter president in 2016.*

* Bluegrass awards are hosted in conjunction with IABC.
  + Both boards select landmark co-chair and those two folks join forces to do planning and prep for awards.
  + Workload shared as one chapter in charge of award entries (chapters judge together) and awards themselves, other chapter in charge of event and supporting communications. Use Openwater for online entries.
* Offer continued luncheons and wanted to spend less money on catering to become a revenue source for chapter and cover administrative costs while still ensuring the program was exciting enough to attract attendees.
  + Began hosting fieldtrips, hosting luncheons at venues that allows us to bring in our own catering at a lower cost.
  + Asked local newspaper to host in their space and meet with their news team as speakers. Wanted to get to know these people in changing times and understand how best to work with them.
  + Nicer venues raise quality. We’re PR folks, we’re planning events all the time. It’s great exposure for venues.
  + Hosted ***at*** major brands in region (YumBrands, etc.) so that speakers didn’t have to travel and venue costs were minimal. Brought in catered lunch.
* Generated a few recurring programming events that are turnkey:
  + Meet the Media event at local news outlets to meet a lot of leaders there
  + Newsmakers Panel
    - Follow the news and those newsmakers to sit on a panel to talk for a shortened period of time without a large
  + Coffee talk – free to members
  + PR Bootcamp at cool venue with three speakers
* Have questions for Holly about partnerships and programming? Email Meredith Amoroso at [meredithblakepr@gmail.com](mailto:meredithblakepr@gmail.com)