**Chapter Programming**

**Creating a Spectrum of Events that Teach, Reach and Spark Innovation**

Speakers:

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* Don’t abandon popular events that have become traditional favorites with your members, however, consider eliminating programs that fail to attract members and guests.
* Balance your programming by including some events that teach skills, some that focus and reflect on a unique vocation and some that perhaps are targeted to the practical needs of our profession.
* Include programs that inspire, such as guest artist recitals and masterclasses.
* Include opportunities to network and socialize at programs and recitals and consider planning one purely social/networking event where non-members are invited and welcomed.
* Consider producing some programs that are open to the public and support the good of your community.
* Reach beyond the walls of your chapter and co-sponsor on events with other organizations.
* Collaborate with other chapters to share resources and costs for guest artists.
* Think outside of the box (or room) for unique programs utilizing Skype or Zoom, to connect members with others who may not be seated next to you.
* In addition to inviting outside experts, don’t ignore your chapter’s members who may have great areas of expertise.
* When planning your programs, re-visit your current schedule and consider moving events to different days and dates to attract as many members and future members, as possible.
* Plan your program season with our young members in mind. Put one or more of your youngest members on your program planning committee—and listen to them! Ask your youngest members what types of programs they would like to attend—and even lead.
* Consider providing a quick survey that attendees can fill out immediately and hand in before they leave the program or send a survey in an email the following day. This will help you to learn more about what your members liked or disliked, as well as what they would like to see more of. At the end of your season, make sure that a survey goes out to everyone asking your members to rate the programs you produced over the past year. Include some open-ended questions to learn more about other events that they would like to see the chapter produce.