

# 2017 Leadership Institute

Learn. Share. Connect.

**Welcome Address** from the IABC APAC Chair.

**Rapido Chapter Update.**

The good, the bad and the unexpected.

**IABC Strategy Overview and Town Hall** with Sharon Hunter, Incoming Global Chair IABC.

**Sponsorship for Chapter Management** with Jennifer Andrewes, Director Chapter Development, IABC Asia Pacific Board.

**Lessons from the Presidents Panel Discussion.**

Past President of chapters throughout the region share their experiences and answer questions on running, growing and developing a successful IABC Chapter.

**IABC Professional Development.**

Aligning the IABC Academy with your local chapter Professional Development. How the region can support your chapter with Professional Development opportunities including webinars and GCCC certification.

**BREAKOUT SESSIONS**

**1. Membership Marketing**

Top tips to retain members, growing your chapter and build corporate membership

**2. Recruiting Volunteers**

Strategies for building your board.

**3. Financial Best Practice**

Budgeting, chapter finances, IABC requirements and insurance.

**Connecting Chapters Brainstorming Session.**

Explore the benefits of connecting chapters to share ideas, enhance Professional Development, Identify Speakers and tap into membership growth opportunities. Discuss tools to connect, and the benefits of this for members, your chapter, the region and IABC.