



EPA SRING SEM GBM #3



Feburary 20th

Welcome Potential New Members!

EPA is so happy to share we now collaborate with students at partnering schools who are PCMA members

**If you would like to stay informed on EPA and PCMA activities please send your name and email to epasthm@temple.edu
Follow our instagram [@epatemple](https://www.instagram.com/epatemple)**



How To Become a Member

- **Attend Meetings!**
 - **EPA GMB/Guest Speakers will be every other Tuesday at 5 pm**
- **5 Points to your name**
- **Be a member of PCMA (Completely Free!) - Must verify by showing confirmation**
- **Pay Dues**
- **\$30/year (2024)**
- **\$20/semester (Spring only)**
- **Join Us on Owl Connect**

**Link to PCMA
Membership**



Point System

- **5 Points** are necessary in order to be classified as a member
- **8 Points** allows you to be eligible for an E-Board Position or to attend one of our conventions
- **Points are earned by the following**
 - **3 Points** - Attend a PCMA function
 - **2 Points** - Assist in the production of the End of Year Event or plan a fundraising or publicity event on campus reach out for more info
 - **1 Point** - Attend Meetings or help with closet

Professional Convention Management Association

What is PCMA?


“PCMA educates, inspires, and listens, creating meaningful experiences where passion, purpose and commerce come together. We are the world’s largest community for Business Events Strategists, providing senior-level education, networking, and market intelligence for the global business events industry.”



PCMA is now
Offering scholarship
Opportunities
on the PCMA website
[Click Here](#)

Save the Dates!

- **2/28 Fundraiser - Saxby's 1-6 pm**
- **On Tuesday, March 19, at 5:00 p.m., Brooke Johnson, National Account Executive at Heritage – will discuss exhibition services.**
- **On Tuesday, April 2, at 5:00 p.m., Joe Heller, Senior Vice President of Marketing & Communications at PHLCVB, will be discussing the details and strategies that went into creating Philadelphia's booth and activations during the 2024 Convening Leaders Conference.**
- **On Tuesday, April 16, at 5:00 p.m., Linda Suh, Brain Education TV, will be discussing Reducing the Stress of Event Planning**



SAXBYS
DONATE 20%
YOUR ORDER
TO SUPPORT
THE EVENT PLANNING
ASSOCIATION!

WHERE: SAXBYS ALTER HALL
WHEN: FEBRUARY 28TH 1-6PM

Join us at Saxbys after 1PM on 2/28 to support EPA. We're donating 20% of sales that come through the Saxbys App.

Ordering in-cafe? Just let us know you're participating in the fundraiser and we'll add your order to the donation!

PLEASE
REPOST AND SHARE WITH FRIENDS!

EPA Exchange



Do you have an interview or networking event coming up? Are you looking to add to your professional wardrobe? Check out the EPA Exchange closet!

We would love for some **volunteers to work the closet - reach out to the closet manager, scan the qr code and email us if you have any questions!**

POPL

- **Great EPA fundraising opportunity**
- **Scan the QR code and spread the word :)**

ENJOY 20% OFF YOUR DIGITAL BUSINESS CARD



CHECK OUT OUR NEW
WEBSITE:

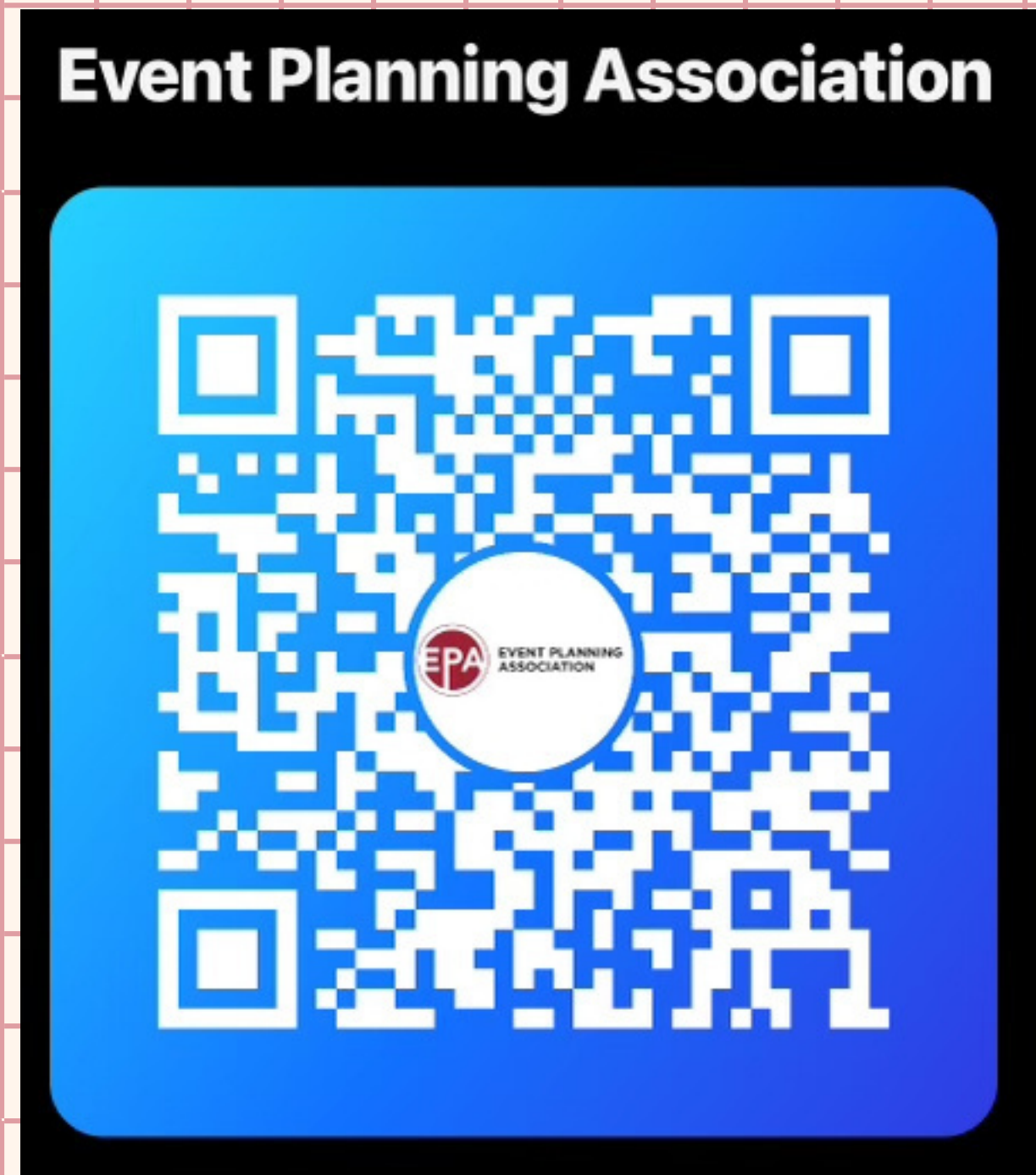
www.eventplanningassociation.com

PLEASE DON'T FORGET YOU CAN PAY
YOUR DUES HERE

Attendance



GroupMe





**Any
Questions?**

Please Welcome Our
Guest Speaker

Brooke Passy

Senior Meeting Manager
at Association
Headquarters





Association Management and Meetings

Brooke Passy, CMP, DES

advancing organizations to greatness.



ASSOCIATION
HEADQUARTERS

What is a professional association?

A professional association (also called a professional body, professional organization, or professional society) is a group that usually seeks to further a particular profession, the interests of individuals and organizations engaged in that profession, and the public interest. In the United States, such an association is typically a nonprofit business league for tax purposes

How are Associations Managed?

Volunteer associations are usually managed in one of three ways:

- By volunteers who spend personal time running the organization
- By a full-time staff that is hired, paid, and managed by the organization's volunteer leaders
- By an association management company

The first two options have obvious limits in terms of the time and resources that can be dedicated to helping an organization succeed. In the first, volunteers have limited time to dedicate to the organization and usually end up spending a large amount of time on basic operations. In the second, while staff handles operations, volunteers end up spending a large amount of time managing human resource issues like staff performance and pay, financial issues like expenses, benefits, rent, and legal issues such as insurance coverage, vendor contracts, and liability. The third model, the AMC model, offers organizations the best way to get the greatest value from their investment of volunteer time and resources.

What is an AMC?

An association management company (AMC) is usually a for-profit firm made up of professionals from various specialties (non-profit management, meeting management, public relations, accounting, etc.) that provides management services to volunteer associations on a fee-for-service basis.

The AMC provides the professional staff, administrative support, office space, technology, and equipment an association needs to operate. The AMC staff works as the association's staff, helping volunteer leaders develop and execute the strategies and programs to serve their membership. The AMC industry is more than 110 years old. Today, there are more than 600 AMCs worldwide.

What Benefits do AMCs Provide?

- AMCs are usually owned/operated by former or current association executives
- Owners and key personnel are very familiar with the challenges of association management
- AMCs have staff who are expert in niche areas and usually have more experience in their given field than the candidates associations could hire on their own
- AMCs can provide associations the expertise they need only when they need it based on the concept of shared resources
- The cost of this experienced support is more affordable for associations because personnel costs are split across an AMC's client base
- AMCs provide organizations economies of scale through shared office space, equipment, and supplies costs

Role of the Meeting Planner in an AMC

Meeting, convention, and event planners organize a variety of social and professional events, including weddings, educational conferences, and business conventions. They coordinate every detail of these events, including finances.

An AMC meeting planner typically works on more than one client. This allows for more exposure and education on the different kinds of associations and their event details. An AMC also provides a group of meeting planners that can work collaboratively on projects, trends, vendor experiences, etc.

Wound, Ostomy, and Continence Nurses Society™ (WOCN®)



Mission: The Wound, Ostomy, and Continence Nurses Society™ is a professional community dedicated to advancing the practice and delivery of expert healthcare to individuals with wound, ostomy, and continence care needs. We support our members' practice through advocacy, education, and research.

Osteoarthritis Research Society International



Mission: OARSI is the premier international organization for scientists and health care professionals focused on the prevention and treatment of osteoarthritis through the promotion and presentation of research, education and the worldwide dissemination of new knowledge.

Juvenile Products Manufacturers Association (JPMA)



WASHINGTON, D.C. • JUNE 4 - 6, 2024

The Juvenile Products Manufacturers Association (JPMA) is the voice of the industry on quality and safety for baby and children's products. We strive to:

- Advocate for safety through product certification programs and legislative and regulatory involvement
- Support a broad and diverse membership through member-only programming and industry promotion
- Act as a comprehensive source for baby product information and education

Halloween Industry Association



Mission: To promote and grow the safe celebration of Halloween and year-round costumed events throughout North America.



ascd TEXAS



EXES[®]



The Association of
Lincoln Presenters



What does it really mean?

- More than F&B and AV orders
- Site selection
- Marketing
- Accreditation
- Housing Management
- Exhibits and Sponsorship
- Abstracts
- Financial Management (Budgets)
- Volunteer Management
- Board Presentations



Expect the Unexpected

- Other events in the same location as yours...

Government, VIPs, Furrries

- Live performers

Renting, tuning, rehearsals

- Animals and Babies

Virtual Events

5 Greatest Myths About Virtual and Hybrid Events

1. Virtual events cannibalize in-person event attendance.
2. Virtual events cost a fraction of in-person events.
3. Our in-person event team can manage our hybrid event.
4. Hybrid events need to connect two live audiences.
5. Virtual events have no venue.

PCMA, “5 Greatest Myths About Virtual and Hybrid Events”