**Regional Association**

**Professional Development**

**Committee Description**

**Chair:**

**Co-Chair:**

**Committee Members:**

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**Committee Summary**

The primary function of the Professional Development Committee is to expand both supplier and distributor education.

**Essential Functions**

* Set a budget for the year
* Work within a budget
* Pre-event marketing and work with Communication Committee
* Research what education topics are most relevant: research, analyze, communicate and secure keynote speakers
* Outline an agenda for the year
* Regional association staff: Work with committee to choose and secure a venue within the allotted budget that will support the event; Apply for CAS or MAS approved credits through PPAI, set up registration for members, process registrations and manage the registration desk at the event, if possible. Work with committee to choose the food and beverage and request A/V equipment as needed for the event
* Set up AV equipment/test prior to event
* Secure donations for giveaways for the event or coordinate with the Executive Director to obtain these items: (notebook/pen, any promotional product that might promote the next upcoming event)
* Assign duties for committee members (additional assistance at the registration desk, setting up room for event, setting out donations, setting up/testing A/V, etc.)

**Marketing Avenues:**

There are multiple avenues in which to promote professional development events:

Social media, calling campaign, post card mailings, newsletter advertisements, website, signature block on Executive Director’s e-mails with list of upcoming events, e-blast campaign, handouts (at other events), supplier donations with advertising to promote upcoming event, dimensional mailing, and You Tube videos.

Work with Communication Committee and devise a plan of attack along with Executive Director to come up with a timeline and to do list.