PRSA Southeast District
Best Practices Call

February 12, 2020

Audio Dial-In: 929 436 2866
Meeting ID: 548 070 178
Today’s Topic - Invigorating Your Awards Program

Heather Beck, APR
Southeast District Chair-Elect, Volunteer chapter
How to Revamp Your Awards Program

(And Live to Tell the Tale)
Before

• Semi-formal evening event
• Emcee (but no speaker)
• Sit-down dinner
• Awards only
• Planned by a new member
• Intended to be major fundraiser
After

- Half-day professional development event
- Multiple speakers
- Buffet lunch
- Awards plus!
- Planned by immediate past-president
- Successful fundraiser
Great. How’d you do that?
Tip No. 1

Find Your Excuse
(Or Your Fallback)
Tip No. 2
Promote the Wazootie Out of It
Tip No. 3

Listen to the People (And Then Get Technical)
Budget Comparison

2017 Evening Event
• Budget: $5,000
• Actual Expenses: $4,130.69
• Actual Revenues: $4,177.44
• Net Profit: $46.75

2018 Conference Event
• Budget: $9,250
• Actual Expenses: $8,279.12
• Actual Revenues: $11,920
• Net Profit: $3,640.88
Budget

• Spend money to make money
• Set realistic expectations for revenues & expenses
• Pursue sponsorships & additional revenue sources
• Expand your audience base
Selecting a Venue

• Be prepared to be on the phone a whole lot
• Ask for discounts or additional services
• Use your network
• Don’t forget all the technical aspects of venue selection: catering, A/V equipment, on-staff help, parking, etc.
Finding Speakers

• Use member connections & networks
• Ask other Chapters for help
• Be insistent (and maybe a little bit annoying)
2018 Conference Speakers

• Anthony D’Angelo, PRSA National Chair
• David Grossman, The Grossman Group
• Adam & Amber Ford, The Happy Tudor
• Robert Berlin, Open Roads Media
• Catherine Frymark, Discovery Inc.
• Morgan Crego, Tombras
• Heather Cook, People Developer
• A.C. Entertainment / Big Ears Festival
Updating Award Categories

• Reflect modern communications practices
• Unnecessary to align with Bronze & Silver Anvils
Selecting a Judging Platform

• Keep it simple
• Keep it user-friendly
Heather Beck, MBA, APR

hbeck@bma1915.com
@hbeck490
Upcoming Chapter Events

February 13: Memphis, Communicator of the Year

February 13: South Carolina (Lowcountry), CHS Today and 6AM City

February 18: North Carolina, The Intersection of Trust and Technology

February 28: Tri-Cities, Media Panel

February 28: Georgia Annual Conference
PRSA Georgia Annual Conference

Network. Learn. Inspire. CONNECT.

Friday, February 28
Coca-Cola Plaza, Atlanta, GA

Late Deadline: February 24

Sean Greenwood
Grand Poobah of PR
Ben & Jerry’s

Sally Williamson
President & Founder
Sally Williamson and Associates
Assembly Delegate Webinar

Wednesday, February 26  12 p.m. ET

“Industry Convergence”

• What does the PR industry look like in your market? Does that mirror what you’re seeing happen nationally?
• What has been the biggest change in your role over the last 3-4 years?
• How do you keep up with changes in technology? What do you think will be the most prevalent platform/channels in the next 3-5 years?
• How do you use data to inform your communications strategy?
Super Saver Rate expires March 1
Call for Presentations Deadline: March 15
Never miss a Best Practice Call

prsasoutheast.org

Best Practice Calls

The Southeast District hosts a Best Practice call every month for Chapter leadership — as a way of sharing expertise and brilliant ideas.

If you miss a call, you can always catch up on YouTube or via our podcast.

January 2020 - PRSA Southeast District Nuts & Bolts

- Slides
- YouTube replay
- Audio-only replay
PRSA Southeast District Podcast

Interview with Garland Stansell

Diversity & Inclusion with Shanita Baraka Akintonde
Next Month: Extending Diversity & Inclusion into your community
Anna-Marshall Wilson & Matt Ferraguto
North Carolina chapter

March 11, 2020 2pm ET/1pm CT