



Capital
Chapter

Strategic Plan
2024-2026

September 16, 2023

PCMA Capital Chapter Mission



MISSION of the Chapter



The Mission of the PCMA Capital Chapter is to
serve the business events industry
by connecting our members
through advocacy, education, leadership, and volunteerism.

PCMA Capital Chapter Vision



VISION of the Chapter



The PCMA Capital Chapter will thrive
as an inclusive and diverse community
that embraces change through collaboration, innovation, and education.

PCMA Capital Chapter Strategic Plan



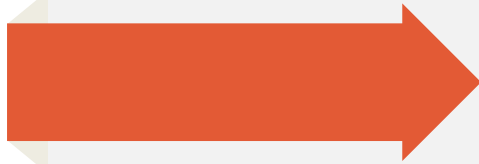
STRATEGIC PLAN 2024 - 2026

The PCMA Capital Chapter Strategic Plan is designed to guide the Mission and Vision of the Chapter for the next 3 years. It is created to be a living document for the Chapter.

Over the course of its 3 year scope, the Board of Directors will regularly assess the progress of achieving the goals and may adjust the Strategic Plan to address changes in priorities and needs of our members and our industry to ensure continued success and sustainability of the Chapter.

These assessments should be conducted on a quarterly basis and ultimately be the guide to ensure incorporation for programming, new and existing projects, and initiatives developed and/or executed by the Chapter Committees.

PCMA Capital Chapter Values and Goals



The Chapter is driven by the following values and goals with the objective to incorporate them into all activities and at all levels.

Member and Volunteer Experience

Craft meaningful experiences and leadership opportunities designed to increase satisfaction, inclusion, and retention through engagement

Innovative Education and Programming

Create member driven programming that focuses on relevant, high quality education, and professional development

Inclusion and Belonging

Design a welcoming and engaging community where members will thrive and feel included

PCMA Capital Chapter 3-Year Strategies





Capital Chapter

APPENDIX



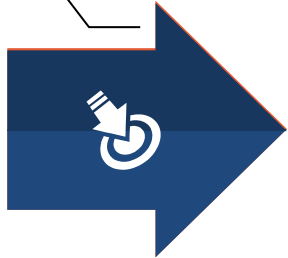
STRATEGIC PLANNING PROCESS

PCMA Capital Chapter Strategic Planning Process



Current Membership

What we look like today



SWOT Analysis

Identify the internal and external perspectives to achieve our goals



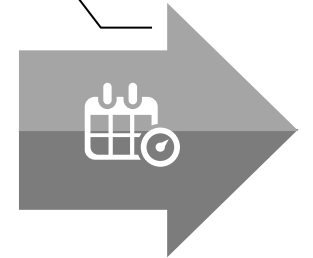
Values and Goals

What do our members value most



Plan Timeline

What happens next and how we assess the progress of achieving our Chapter goals



Membership survey and leadership feedback to identify our values

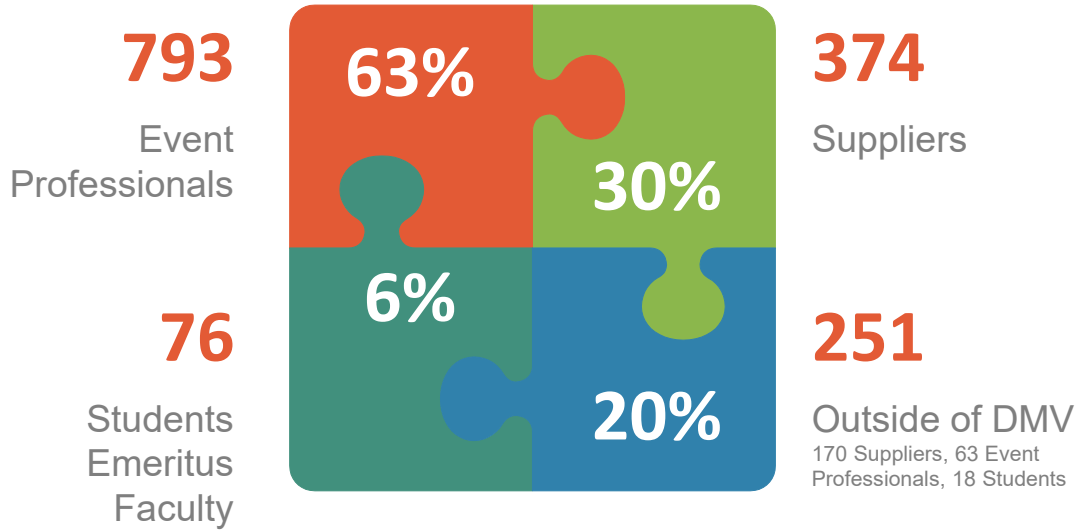
Member Survey and Feedback

Why do we exist, what is the purpose of our members, what do we aspire to

Mission and Vision

Moves us from where we are today to where we want to be tomorrow

3 Year Strategies

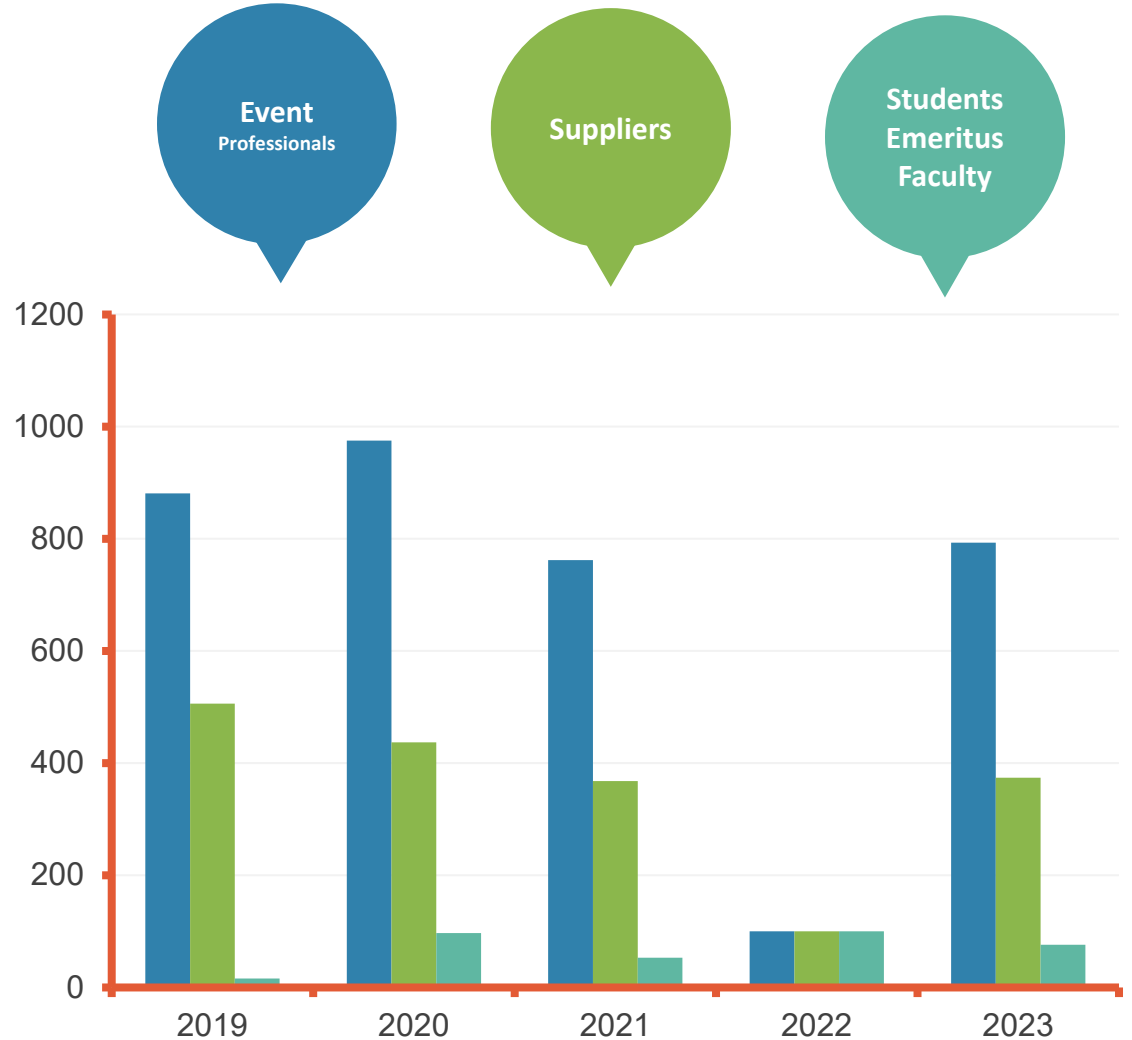


2023 Membership Breakdown

2019 – 1,403 Total Members
 2020 – 1,509 Total Members (7% increase, Event Professionals)
 2021 – 1,183 Total Members (23% decrease, Events Professionals + Suppliers)
 2022
 2023 – 1,243 Total Members



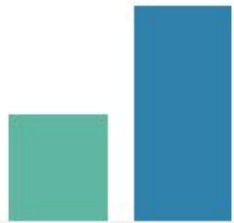
PCMA Capital Chapter Membership



PCMA Capital Chapter Membership Survey



Members who Volunteer



33%

33% Yes
67% No

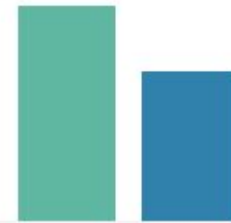
Preferred Length Education Program



2 Hrs

36% 2 Hours
31% 1.5%

Preferred Time of Day



1st Choice – Eve/Happy Hour
2nd Choice – Mid-Afternoon

Preferred Type of Programming



1st Choice – 1 to 2 Hrs Education
2nd Choice - Networking

Chapter Membership



1,243

30% Suppliers
63% Event Organizers
251 Outside of Area

Work From Home



47%

47% WFH Full-Time
22% WFH 3+ Days

Employer Paid Membership



78%

78% Employer
19% Self
3% Combo

Employer Paid Events



56%

56% Employer
27% Self
17% Combo

PCMA Capital Chapter Member Feedback



INNOVATIVE EDUCATION AND PROGRAMMING

#1 Most Important Function of the Chapter:
Providing training/professional development and education to members



INCLUSION AND BELONGING

Membership Survey Comments:
"Be less cliquy"
"Offer a buddy program"
"Ensure all attendees feel they belong"



MEMBER AND VOLUNTEER EXPERIENCE

#2 Most Important Function of the Chapter:
Connecting planners, suppliers and students to network with one another



SATISFACTION

30% rated a 5 out of 5 – Extremely Satisfied
41% rated a 4 out of 5
25% rated a 3 out of 5
4% rated a 2 out of 5
0% rated a 1 out of 5 – Very Disappointed



PCMA Capital Chapter SWOT Findings

