

## PCMA CAPITAL CHAPTER STRATEGIC PLAN 2014 – 2016

Approved by PCMA Capital Chapter Board of Directors, 8/28/14

### PCMA Headquarters:

#### Vision:

The leading organization for meetings and event professionals.

#### Mission:

The mission of the Professional Convention Management Association is to deliver superior and innovative education and promote the value of professional convention management.

**Chapter Mission:** The mission of PCMA and the Chapter is to be the leading organization for meeting and event professionals by delivering superior and innovative education and promote the value of professional convention management.

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### Our Shared Values:

**Passionate** - An enthusiastic spirit of collaboration, commitment and respect drives our members.

**Connected** - We create lifelong connections in a positive environment. Planners and partners learn and connect on a peer to peer level.

**Ethical** - Our members conduct business in a professional, fair and trustworthy fashion and in a socially responsible and environmentally sustainable manner.

**Knowledgeable** - All levels of our profession are focused on continued education and innovation, to ensure an influential industry.

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## I. BUILDING COMMUNITY

Grow engagement within PCMA's Global Community

Strategy 1. : Add value to PCMA membership by providing high-quality, relevant education to members to facilitate networking and the exchange of best practices.

Strategy 2. To provide educational and networking opportunities while giving back to the community.

Strategy 3. Work towards strengthening the overall image and social responsibility of the Capital Chapter through education and community involvement

## II. EDUCATING OUR PROFESSION

Be the premier source of quality education and resources for PCMA's Global Community for success throughout their careers.

Strategy 1. Add value to PCMA membership by providing high-quality, relevant education to members to facilitate networking and the exchange of best practices.

Strategy 2. Be the leading provider of education to the convention industry by enhancing professional development of students and hospitality industry members with 0-5 years of experience through outreach, mentorship, and shadowing opportunities.

Strategy 3. To provide a quality vehicle for information pertaining to events, members, education and sponsor recognition in print.

Strategy 4. Monitor governmental actions that affect the hospitality and tourism industry and educate our members on governmental matters that affect their professional interests, and form partnerships on the local level with civically engaged professionals.

## III. LEADING THE INDUSTRY

Reinforce PCMA as THE leading meetings industry organization.

Strategy 1. To promote the value of membership through recruitment, retention and recognition.

Strategy 2. Dedicated to the professional development of students and hospitality industry members with 0-5 years of experience through outreach, mentorship, and shadowing opportunities.

Strategy 3. Create and implement an effective promotional strategy to optimize PCMA Capital Chapter's communication to members about news, education and events in order to increase involvement and develop a recognizable and trusted brand.

#### **IV. ENSURE FINANCIAL & OPERATIONAL SUCCESS**

Strategy 1. Financially support the education mission of the Capital Chapter by recruiting and retaining venue and program sponsors.

Strategy 2. Supporting the three "R's": Recruitment, retention and recognition.

Strategy 3. Operate a fiscally responsible budget).