**Outline for ERA Chapter Annual Planning Sessions**

(This agenda can be adapted for planning groups of all sizes and compositions.)

**A G E N D A**

**Purpose:**

To develop the chapter’s coming year plan of activities and initiatives in five areas:

1) educational programming;

2) member services;

3) membership recruitment and retention;

4) industry relations; and

5) rep function protection/promotion.

**I. Educational Programming** *(for members, prospective members and distributors/manufacturers/reps in other industries)*

A. Current issues and problems:

1. in rep business;

2. in electronics industry; and/or

3. specific to the chapter’s marketplace;

B. Prioritize issues and problems to target top few.

C. Answer these questions:

1. What programming can educate/assist/inform members, et al, re: these issues/problems?

2. What content, format, speaker(s), timing, etc. should be targeted for each topic?

**II. Member Services** *(for members’ benefit and as incentive in member recruitment/retention)*

A. Review of current national and local services;

B. Needs to be fulfilled and/or problems to be solved;

C. Services to be explored in response to needs/problems.

**III. Membership Recruitment and Retention**

A. Recruitment and retention targets for the year;

B. Ideas and incentives to achieve targets.

**IV. Industry Relations** *(to improve reps’ working partnerships with distributors, manufacturers and customers)*

A. Cooperative programs/projects with industry associations (distributors and manufacturers);

B. Ways the chapter and its members can “reach out” to customers.

**V. Rep Function Protection/Promotion** *(to build understanding of the rep function and to enhance ERA’s and members’ profile and prestige with distributors, manufacturers and customers;*

A. Cooperative programs/projects with MRERF and NAPM as well as NEDA, EIA and AEA;

B. Future-oriented activities, i.e., targeting college educators and students;

C. Legislative initiatives.

**VI. Once the Plan Is Developed ...**

…publish it for members and assign responsibilities to launch the implementation of each segment.

Then follow up with regular reviews/evaluations, and build a timeline for updating the plan.