

Chapter Executive Ideas Swap Summary – October 13, 2020

NAIOP Corporate Updates on Membership:

- 2021 Member Renewal season has begun.
- Canadian members received their renewal email announcements October 5 – 6, 2020. Approximately 50 Canadian members have already renewed.
- U.S. members will receive renewal emails October 14-15.
- U.S. printed invoices will be mailed after Election Day. Invoices will be sent to members' office addresses. All individual invoices are available to members in their Account page on naiop.org. Corporate invoices can be accessed by the full member by contacting membership@naiop.org.
- NAIOP Corporate will outsource telephone outreach to non-renewed members in mid-February 2021.
- NAIOP Corporate is running various social media campaigns. The Marketing department asked each chapter president to send a testimonial to use in targeted renewal emails. If chapters wish to know if their president responded, please contact [Beth Gulding](#).
- Targeted membership promotional emails were sent to non-member CRE.Converge Virtual attendees.
- NAIOP Massachusetts conducted a membership satisfaction survey. Approximately 80% of respondents indicated they were renewing, so up to 20% are not.

NAIOP Corporate Updates on OfficeCast:

- The program will be November 9-10.
- This will focus on office topics throughout the country.
- Post-pandemic, NAIOP Corporate would like to hold one virtual event a year focused on the office market.

NAIOP Senior Vice President for Education Shaine ANDERSON on CRE.Converge Virtual 2020:

- Thank you to NAIOP Southern Nevada for assistance including coordinating the closing keynote speakers.
- There were over 1,600 registered attendees.
- Overall, virtual networking is a challenge and multiple formats were available to give attendees options to engage in the way there were most comfortable. There was low video networking engagement, but the chat networking feature worked well. Our members are most comfortable networking in a group setting - text chats and conversation corners (breakout sessions) were the most successful.
- The Exhibit hall with about 50 participating exhibitors was a new platform feature. Preliminary results show higher than expected engagement.

- Overall engagement is expected to increase due to attendees viewing recordings of the sessions. This feature will be open through December 8.
- Conference content and speakers were very well received. The content was relevant and spanned the spectrum of CRE topics.
- The conference design used a 3-D platform which gave a more sophisticated look and feel.
- We received very few technical complaints and the platform seemed to be easy to navigate.
- NAIOP Corporate hired a production company to act as a liaison between NAIOP Corporate and the platform vendor. They worked primarily on the four general keynote sessions and delivered a high quality production with seamless transitions between speakers and smooth slide presentation management. The scope of work for virtual was the same as would be done for a live event. They also assisted with concurrent breakout sessions and lead creation of the conference platform. The production company doubled the expense of the event.
- Conversation corners (breakout sessions) and virtual tours were solely managed by NAIOP Corporate.

NAIOP Vice President for Business Development and Strategic Initiatives Chris WARE on NAIOP sponsorship consulting:

- NAIOP virtual sponsorship consultations, of up to one hour, is available to chapters this fall. Everyone from the chapter involved in sponsorships may participate.
- NAIOP will help chapters address issues they have renewing sponsors for 2021 and maximize success next year and beyond.
- NAIOP has strong brand loyalty which can be leveraged at the chapter level.
- Available dates and times along with a list of questions for the chapter to answer before the session to help Chris prepare were sent [via email](#).

Chapter Virtual Awards Programs:

- NAIOP DC|MD will hold their virtual gala on Wednesday, October 14. The chapter hired an outside marketing firm to produce the video. The program will be posted on YouTube after the event. In lieu of a registration fee, the chapter is soliciting voluntary donations for Washington, D.C.-based food charities.
- NAIOP Corporate Marketing department is interested in speaking with chapters who have presented awards virtually to assist in planning for the virtual CMA Awards. Please contact Kathryn Hamilton at hamilton@naiop.org or 703.904.7100 ext.165 if you are available to share your experiences.

- When they go back to in-person awards ceremony, NAIOP Arizona will keep short video segments that added humor to the program and will give more leaders a chance to participate.

Suggested Topics for Virtual Programs:

- NAIOP Arizona is focusing on 2020 election-related issues. They held a general forum on 2020 state election issues, a Zoom call with the governor on a ballot proposition, and invited the incumbent Senator to a Member Q&A session.
- NAIOP Georgia holds a legends panel with long-time industry professionals covering three different parts of CRE. They will discuss their past, what they are doing currently, and their plans for the future.
- NAIOP Corporate is focused on the election. Following the election, it will be important to hold events focused on what the election means at the state and local level. NAIOP Corporate will hold a webinar mid-November concentrating on the election results' impact at the federal level.

Are chapters charging non-members for virtual programming? If so, do they have data regarding participation?

- NAIOP Corporate did not charge non-members for webinars from March to August 2020 and approximately 12% of attendees were non-members. Since charging again in August, non-member participation dropped to 2%.
- NAIOP New Jersey has charged non-members for virtual programs from the beginning of the pandemic. Exceptions have been made to employees of Platinum Sponsors and individuals who helped in program planning.
- NAIOP Greater Philadelphia is charging non-members for the first time for an upcoming virtual executive breakfast series program. At this time, there are more non-members registered than members.
- NAIOP Maryland recently held an in-person outdoor networking event with approximately 20% non-member attendees. The chapter board had been pushing for an in-person networking event for quite some time. The chapter chose a large brewery located on six acres with large barns. Attendees signed waivers, wore badges with color-coded stickers (red, yellow, green) indicating social interaction comfort levels, and were encouraged to wear masks. Food trucks were available and drink lines were managed by the venue to ensure social distancing.

Suggested ideas for a virtual board retreat to onboard new board members:

- NAIOP Pittsburgh is holding their board planning retreat at Top Golf.

Suggested Topics for CL&LR Virtual Programming:

- How to build relationships with newly elected officials and those from the other side of the aisle
- How to motivate leadership and find solutions to keep the volunteers and membership engaged
- Affordable virtual networking options and ideas about what should the first event be when the chapter can get together in person
- Learn from experts recommended ways to communicate, develop a social media strategy and overall communications plan
- Hear from chapter leader peers and find out what other chapters are doing
- What does the transition, hybrid models to conduct meetings look like when chapters are able to bring people together
- Production assistance and ideas to make virtual meetings look better and upgrade sponsor visibility in virtual platform.