

## Ways to Create Meaningful/Memorable Programs

1. Look at what other chapters are doing for programs.
  - a. The Chapter Resource Center has a list of chapter flyers/program ideas from other chapters. This can help foster creativity/ideas about different “twists” on program topics.
  - b. The local chapter section has links to all upcoming education programs.
2. Check out the new Webcasts/E-Learning Courses
  - a. While it isn’t necessary to register for the program, the topics/speakers can present valuable information and suggestions.
  - b. Webcasts are designed to be current and touch on trends; especially the one-hour webcasts and the Power Series. The line-up is fresh and the information presented is topical.
3. What's new with CEBS
  - a. The CEBS program is constantly updating course materials to be current and address the benefits industry trends. Any updates to the program would be “net new” for designees and could be a benefit to touch on during a program.
  - b. There is an Online Study option that offers interactive quizzes and practice – this could be beneficial for a group and would allow for open discussion.
4. Think outside the comfort zone
  - a. While not all topics would apply to every member, learning about topics that might apply to CPAs, Insurance Professionals, etc might be a benefit to members and “good to know” information.
  - b. Speakers/experts in these areas might not be tapped out by the Society, and willing to do the presentation so their reach might expand as well.
5. Use search engines like Google, Ask and local newspapers.
  - a. Enter a topic idea into a search engine and see what experts are in your area. These speakers can be a great resource not only to provide “new blood” into programs, but they might also have a different insight into the topic.
  - b. If searching newspapers, see who was quoted in an article. These people are generally very knowledgeable in the field and are considered to be good contacts.
  - c. Sign up for Google Alerts.
    - i. Using defined keyword parameters (such as employee benefits) you will get a daily email with any new blogs/postings containing the keywords.
    - ii. The alerts can provide ideas for education programs.
6. Leverage the Headline banner on the IF web site or the Benefits Headline tab on the Society web site.
  - a. Both provide up to date information on current trends/articles relating to the industry.
  - b. The articles can provide “industry experts” that could make great speakers.