

Page: Entry Information
Chapter CAI Heartland
Chapter Size Medium (261-510)
Category Leadership
Program Name 1st CAI Trade Show/Expo in Kansas City!
Each question is worth 20 points and will be scored using the following rubric: (1-5) Poor Didn't effectively answer the question (6-1) Fair Answered the question (11-15) Good Answered the question with more detail (16-20) Excellent Went above and beyond with proven results and visible data
Describe the program and why it fits the category. (20pts) <p>In 2020, we planned to have our 1st Trade Show/Expo in Kansas City. We had never had an event like this in Kansas City before! Unfortunately, due to COVID 19 the trade show was postponed. We did not lose our momentum! We rescheduled for October 2021, and we were able to have our 1st Trade Show in the area during a global pandemic.</p> <p>Our membership is predominating managers and management companies in Kansas City. We need the help of our management companies and the few business partners to make this event successful.</p> <p>We began by reaching out to the management companies in the Kansas City and asked for their help and assistance to make this event possible. They have been asking the chapter for an event like this for several years. We created a flyer and a standard message for the management companies to send to both their preferred business partners and boards to ask them to attend our 1st CAI Trade Show in KC! Our goal was to make it as easy as possible for the managers to share this message with their boards and business partners.</p> <p>With the Chapter staff being over four hours away from Kansas City and most management companies working remotely during the pandemic, we struggled with getting the word out. The CED drove to Kansas City and visited the management companies that were open and allowing visitors. She brought treats, flyers and talked about the educational presentation that would be available before the trade show for both managers and board members. She explained steps that were taken to keep our members and guest safe during the pandemic; masks and hand sanitizer would be provided. Signs would be posted to remind attendees about our safety protocols to ensure the safety of our guests. She encouraged the managers to attend and invite their boards to come as well. The chapter offered incentives for managers to invite their boards; lunch for the management company that has the most board members in attendance. We also offered a cash grand prize to build the excitement!</p> <p>The Chapter reached out to our existing business partners and encouraged them to be part of this inaugural event! We asked for their support and suggested the take the initiative to invite their clients that represent community associations in the industry.</p> <p>We felt the 1st CAI Trade Show in Kansas City would best fit in the Leadership category.</p>

How did this program meet the mission and vision of the chapters and CAI as a whole? (20pts)

CAI Heartland’s mission is to strive to exceed the expectations of their residents. We work toward this goal by identifying and meeting the evolving needs of the professionals and volunteers who serve associations, by being a trusted forum for the collaborative exchange of knowledge and information, and by helping our members learn, achieve, and excel.

The Chapter had been hosting an Annual Trade Show/Expo in St. Louis for several years and has always wanted to host one in Kansas City for our members. The members in St. Louis have found immense value, networking and education in this annual event and we made it a goal in 2020 to achieve this in the Kansas City market.

Our mission is serving our members and sharing knowledge and information to help them improve their communities.

We believe by hosting our 1st CAI Trade Show/Expo in the Kansas area we build a stronger community of leaders in our industry, gave them much needed resources and a chance to network with their business partners.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20pts)

The impact on our chapter was outstanding! We were able to increase our overall engagement with prospective members in the Kansas City area. Our members loved that we were able to make this event happen in Kansas City!

In the past, it was the perception that St. Louis was the main hub for the Heartland Chapter and that we only had the “fun events” in St. Louis. Our members in Kansas City expressed feeling “left out” when an event was being held out of town. Showing the members in Kansas City that the Chapter cares enough to make this event happen during a global pandemic spoke volumes to our management companies and members in the area!

We had over 100 attendees at the 1st CAI Kansas City Trade Show/Expo! We considered that a success especially during a pandemic!

We were able to begin to build stronger relationships with our members in KC and even formed a Manager Council specifically for KC.

As an added benefit, we increased our public awareness of our chapter and CAI as an organization through word of mouth and member engagement.

Please provide quantifiable data supporting the rationale for success. (20pts)

Some data to support our success from this event:

- over 100 attendees participated!
- 3 new members that came from the event!
- we reached over 1500 prospective members through our Facebook campaign
- we increased our exposure to new board members
- we made a net profit of \$2943! We are planning on breaking even!

Based on the results, will the program be a regular part of the chapter's programs in the future and why?

Absolutely! We plan to make this an annual event going forward. We hope to continue to grow our membership in the area and provide our members with an event that they look forward to each year.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Would you like to upload additional documents?

Yes

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