



2018 PAC Advocacy Conference

Developing a **BEST-IN-CLASS FLY IN**

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Focus & Objectives



- Grow Your Fly-In
- Manage & Train Your Volunteers
- Make Your Event Appealing to Your Members



- Ideas For You To Apply
- Leverage Internal Resources & Marketing Ideas
- Be More Comfortable With the Process



Know To Grow



Opportunity

- Customer Satisfaction
- **Feel Special**
- **Build Relationships**
- Network
- **Create Grassroots Evangelists**

Know Your Attendees: 4 Types



Don't Waste People's Time

Define Your Asks

- **Attendees**
- For Congress
- **You**
- Your Team
- Your Organization



The Team: Leverage Internal Resources



People

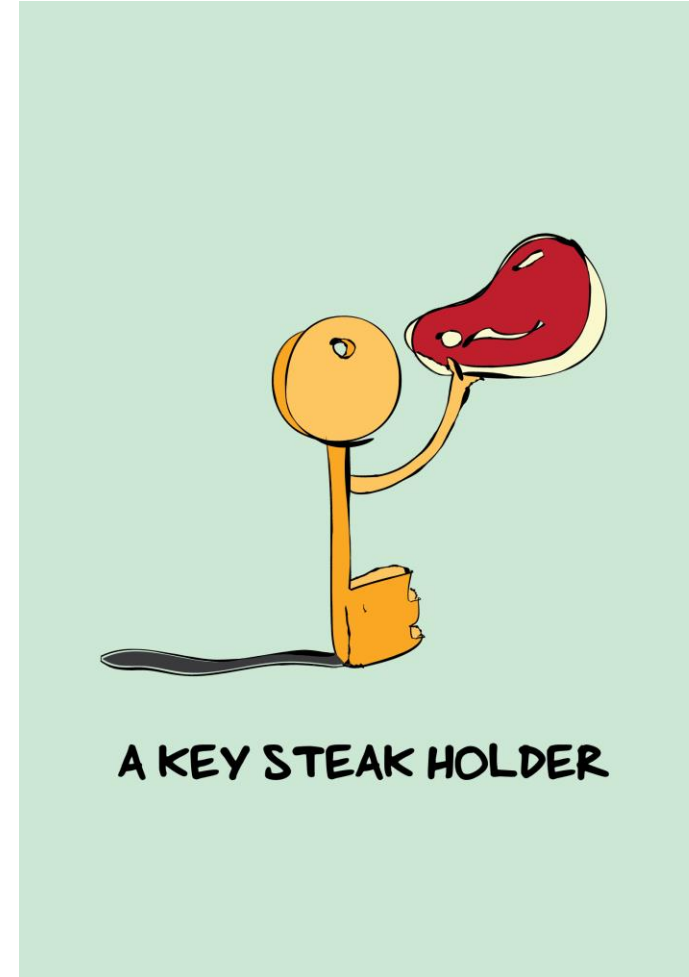
- Create a team with (1) GR and then (2) add on other departments
- Educate & empower coworkers:
 - Staff wide memo/ all staff meeting
 - Customer Service is everyone's business and adding value to membership is everyone's job!
 - Let the experts do their jobs. "Love that Concept"
 - Plug and Play toolkits by Comms., Logistics by Events, etc.



Leverage Internal Stakeholders (cont.)

Market by segment

- (1) Volunteer Leadership
- (2) Previous Attendees
- (3) Sponsors, Suppliers, etc.
- (4) Everyone else
 - 1 Day Drive
 - Position of leadership at affiliate
 - Affiliate staff
 - Small Owners



A KEY STEAK HOLDER

Is This Appealing?!

Add Value to Membership

- Add Value to Membership
- Empowerment
- How did they have an impact?
- Highlight a victory
- Photos with legislators
- Education
 - HQ is a resource
 - Tools for home and *how to use them*



Grow It!

Customer Satisfaction

Educate

- (1) Yourself
- (2) Your Internal Team
- (3) Your Members
- (4) Your Attendees
 - Before D.C
 - During Event
 - After Event



Keep Growing It!

Accept that you are changing patterns and behavior

Once you know what you are trying to accomplish:

- What are my resources?
 - Internal
 - External
- What can I actually do?
 - Lower the threshold for engagement
 - Manage tools
 - Customer Service

The Magic Five

- Leverage Resources to Segment Marketing
- Tie to another event
- Empower attendees
- Educate your Organization: Colleagues are stakeholders too!
- _____



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