

CAPS Strategic Plan 2019



Vision

THE Place To Be For Professional Speakers

Mission:

Help our members achieve the speaking business they desire

(to achieve the vision)

Goals:

(to achieve the mission)

Member Experience
Create a consistent quality member experience for our target market

Business (Professional) Development
Provide relevant Professional Development opportunities to our members

Advocacy & Profile
Champion the profile of our members and position CAPS as a vital partner within the Meetings & Events Industry

Drive the CAPS Advantage: LEARN, SHARE, GROW & BELONG

Strategies:

(to achieve the goals)

Provide relevant in-person and virtual opportunities for our members to connect

Provide consistent professional programming for our target market

Empower members to create the CAPS experience they desire

Provide opportunities, appreciation and support for Volunteers

Attract new members from our target market

Promote benefits of CAPS to the Meetings Industry

Ensure financial sustainability of CAPS

Actions:

(to achieve the strategies)

- Develop onboarding process to help determine our members needs & wants
- Enhance customer service to our Members in a tailored way
- Effectively market & communicate services we offer Members
- Enhance effective 2-way communication with our Members
- Develop formalized business referral program for our Members

- Ensure our programming is relevant for our target market
- Help our members self-organize into groups/communities based on what they need and want
- Develop different solutions for different groups within our target market
- Develop a model to support different chapters, communities and groups
- Identify the different groups and their needs and wants
- Survey our members

- Liaise with the CAPS Foundation to provide benefits to Members
- Develop volunteer database
- Develop strategies and support to reduce volunteer burnout

- Ensure our members reflect our target market
- Ensure our members meet our criteria
- Actively promote the CAPS On-Line Speaker Academy to Members and Non-Members
- Support Chapters through change

- Identify and Recruit new members from our target market
- Develop an external marketing plan
- Revise National website to build the CAPS brand
- Develop additional sources of non-dues revenue

- Build profile within the Meetings industry for Professional Speakers
- Support MMB, GMID and Industry events
- Promote CAPS to potential members, Bureaus and Industry groups
- Become a credible resource of Speaker information to the Meetings Industry

