

HOW WE CAN HELP...

So you want to host a well-attended, professionally rewarding event in your region but don't know where to start?

SAANYS can assist in developing an agenda, finding presenters, and promoting your event. We can even set up online registration at saanys.org. We'll send out email blasts to your local colleagues and publicize the event on our website and in our e-news. Once you have it all set up, you'll also want to reach out locally and more personally to colleagues and networks.

GETTING STARTED...

It's easy. Your first step is to call the SAANYS Headquarters – see "Who to Contact" on the back of this brochure. Help is on the way.



WHO TO CONTACT AT SAANYS

PROFESSIONAL LEARNING EVENTS:

KAREN BRONSON | kbronson@saanys.org

SPONSORSHIP SUPPORT:

DEBORAH TAYLOR | dtaylor@saanys.org

MARKETING:

MICHELLE HEBERT | mhebert@saanys.org

8 Airport Park Boulevard
Latham, New York 12110
518-782-0600

www.saanys.org



PLANNING SUCCESSFUL REGIONAL EVENTS

*Professional Learning, Networking
Socials, Awards Programs, and more.*

REGIONAL PROFESSIONAL LEARNING EVENTS

Make your regional event an experience that members will reflect on and value by adding a professional learning component. SAANYS can work with regions to develop a topic and agenda to suit local needs and even provide a presenter or facilitator. For example, you may want to hold a gathering in a local restaurant or school facility that looks like this:

- 4:30 - 5:30 meet & greet with refreshments
- 5:30 - 6:15 presentation or speaker
- 6:15 - 7:00 Q&A /group discussion

Sample topics that are offered free of charge by SAANYS' staff members/attorneys include:

- culture building
 - difficult conversations
 - a welcoming front office (bring your secretaries!)
 - sexual harassment
 - successful negotiations
 - ESSA
- and many more by request!



A WORD ABOUT SPONSORSHIP

If you wish to have your event sponsored by a SAANYS business partner, some of the costs for the event can be underwritten and the funds would be provided through SAANYS. To be eligible for event sponsorship, a good turnout of members (15 or more) is essential.

The region also needs to offer a sponsor representative the opportunity to speak for ten minutes and provide a table on-site for their products and materials.

Sponsors such as AXA, Educational Vistas, Castle Learning, MyOn, and others are experienced professionals and can present on a variety of topics such as pension maximization, CTE, credit recovery, school safety, and more.

NETWORKING EVENTS

Hosting a social networking event is another way to build regional camaraderie and engagement. Regions have held successful events at local sporting venues, pubs, and restaurants. You can also combine the social event with a professional learning topic. SAANYS can help with registration and advertising, but local outreach is most powerful in getting members together socially. Obtaining a SAANYS corporate sponsor for this type of event can be more challenging, as there isn't an opportunity for a sponsor to speak, but a good turnout can still prove to be a positive networking experience for a sponsor, especially if the venue has a private room.

REGIONAL AWARDS PROGRAMS

A regional awards program and ceremony can be a powerful way to building regional membership engagement. SAANYS has a dynamic statewide awards program, and can assist regions in building a regional program or enhancing an existing program that can nicely feed the statewide program, allowing local award winners an opportunity to gain statewide, and possibly national, recognition.