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I AM SPEAKING AT:

**2021 | IPMA GLOBAL
BEST PRACTICE WEEK**
ONLINE EVENT

April 29th | 4:30 pm CEST / UTC+2

Bio: Owning my own 50 person staffing company for 17 years, and being the primary salesperson, I learned a lot about what it takes to qualify, negotiate and close a “sale”. For the past 25 years I have used that developed skill as part of the leadership for 18 different professional associations, including roles with PMI-MN as Board of Directors, PDD Volunteer Chair, Finance Director and Sponsors/Partner Chair. In addition, my experience from presenting to over a dozen PMI chapters and at Region meetings has given me a broad knowledge of other chapters that I plan to draw upon for the content, exercises and examples to make this time well spent for the attendees.

Abstract: One way to augment the finances of an association is to set up and run a sponsor/partner program. This requires several key elements including a good brand in the market, events and electronic content that can be leveraged and the right resources to organize and deliver the promised goods. This session will highlight the basics to starting up a committee, how to identify high-value opportunities to offer sponsors and how to qualify, negotiate and close the deal with your prospects.

The major points to be covered include:

- Setting-up the committee
- Pricing Strategies
- Supply vs. Demand, Inventory, Buyers and Perceived Value
- Marketing Collateral
- Differences – Smaller/Large, New/Established

Every professional association and chapter relies heavily on volunteers to get much of the needed work down as well as promoting your organization. Topics to be covered include the “3 Types”, how to engage and recruit, typical problems, mastering volunteer success and sales techniques specifically for volunteer engagement.

- The major points to be covered include:
- Defining best practices in Volunteer recruitment and management
- Understanding there are 3 Types of volunteers – and why each is ok and good for your chapter
- How to recognize who fits where and how to utilize them effectively
- Techniques to help “sell” them on your chapter
- Promoting from within – the good and how to manage the risks when a volunteer is stretched out of their comfort zone

This presentation will utilize real life examples on how to engage, recruit, on-board and nurture volunteers. Whether the volunteer is a “1-day wonder”, part-timer or a big part of your organization you will need to know where to find them and how to treat them right to give them an avenue to success and to keep them.