

PROGRAMMING WORKSHOP



PROGRAMMING STRATEGY **(5 EVENTS)**

- Quality Events over Quantity (Larger regions 8-10 events per year; Smaller regions 5 per year)
- FGI is the Voice of the Business Community in your region. Programming should reflect that.
- Programming should be FGI Branded.
- Programming should be timely, informative, engaging.
- High Profile speaker/event if/when possible.

REQUIRED: MINIMUM OF 5 QUALITY EVENTS PER YEAR

2 FGI COMMUNIQUE FASHION REPORT

FALL – LATE MARCH/APRIL

SPRING – LATE OCT/NOV

- NYFW Report covering Sept (Spring) & Feb (Fall) shows
- Influences, Style, Color, New Talent
- Curated by Sharon Graubard, Founder/Creator, MintModa, FGI Executive Member & Nicole Fischelis, Fashion/Art Forecasting, FGI Board Member
- Ones to Watch with Gary Wassner, FGI Executive Member & Hildun Corporation CEO
- Regional Events: Add Local Speakers, Fun Venue

2 BUSINESS PANELS **SPRING & FALL**

- Moderator with 2-3 industry experts covering a topic
- Business of Fashion, Retail, Beauty, Interior Design, topics are endless
- Make it informative and engaging – great venue, interesting information/panelists

1 ANNUAL MEETING WITH BOARD OF DIRECTORS/OFFICERS

VOTE HELD BETWEEN DEC. 1 AND JAN. 31. – MEMBER'S ONLY

- Get Creative - Fun venue, refreshments
- Part of December Holiday Party OR January Members Dinner
- Raffles/Prizes, Member gift

ADDITIONAL EVENTS

Ideas/examples: Can create other events.

Include on your Programming Report for NY HQ & DD sign off BEFORE planning event.

- Rising Star Awards
- Mentor's Dinner (or Mentor's Event)
- One-on-One Conversations – Moderator and High Profile Industry leader
- Members Only Connect (Networking) Event
- New Member Welcome Event
- Membership Drive Event
- Black History Month

MEMBERSHIP WORKSHOP



MEMBERSHIP ENGAGEMENT

CONNECT WITH MEMBERS

OUTREACH FROM MEMBERSHIP CHAIR / RD / BOARD MEMBER TO NEW AND CURRENT MEMBERS:

- Get to know your members. Give them a call or meet up in person.
- At events, RD/Membership Chair/Board/Greeters, etc. talking to everyone, engaging members.
- Connect them with local industry.
- Assign "FGI Friend" from the board to personally invite them to events.
- Invite them to serve on committee/board.
- Goes a long way. Connections Matter.

DEFINE WHAT IS THE VALUE OF MEMBERSHIP AND COMMUNICATE IT.

FGI ROADMAP – Send to all new members with welcome.

PERSONAL EMAIL FROM RD OR MEMBERSHIP CHAIR TO EACH MEMBER

HIGHLIGHTING MEMBER INFORMATION AND BENEFITS: (Reinforce at events, in conversations, etc.)

- Online Directory
- Reminder: Update Directory Profile
- Access to FGI HQ Programming (Exclusive Content on fgi.org) & All Regions Programming
- Committee/Board participation
- Nominate a Rising Star NY HQ
- Discounted Event pricing/Exclusive Member Only Events/Other Member Benefits
- Brief overview of their FGI Regions highlights and history
- Regional social media and FGI.org important links
- Information on the next upcoming FGI events

HOW CAN WE ADD VALUE TO THE MEMBERSHIP IN OUR REGION?

FGI ROADMAP – Send to all new members with welcome.

PERSONAL EMAIL FROM RD TO EACH MEMBER HIGHLIGHTING MEMBER INFORMATION AND BENEFITS:
(Reinforce at events, in conversations, etc.)

- Member Only Connect (Networking) Events
 - Via Zoom with Multiple Regions
 - In Person – Speaker Series at Members' Businesses
- Other Member Only Programming
- Discounted/Complimentary Event Pricing for Members
- For Exclusive events that sell out – make it Member's Only initially, then open to Non-Members
- Name Badges at Events – "FGI Member", FGI Logo, Board Title
- Introduce New Members at Events
- Member Highlights on Social Media or Newsletter
- Additional Member Benefits
 - Complimentary Tickets to Community Event: Fashion Movie Screening, Fashion Exhibit, Fashion Show
 - And/or VIP Experience – Talk and Tour from Curator, VIP Reception Lounge at Fashion Week
 - Swag Bag or Gift when Renewing Membership
- Anyone looking for experience: join a committee, member help at event – greeter, etc.
- When new member joins, connect them with local industry/other members, assign "FGI Friend" or mentor. (Could do this for current membership too.)
- Keep Brainstorming with your Regional Board!