



CONNECTING TO  
CREATE WHAT'S NEXT

**NATIONAL EDUCATION  
SEMINARS (NES)**

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**VIRTUAL EVENT  
INFORMATIONAL  
PACKET**

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## NCMA Headquarters (HQ)-Hosted National Education Seminars (NES) for Chapters

Due to in-person meeting restrictions, NCMA realizes that many chapters have not yet hosted an NES in the 2021 Program Year. In support of chapters who would still like to provide an NES before June 30th, NCMA HQ will host a virtual NES this Spring, specifically designed to promote chapter engagement and revenue. The event will feature expert presenters, small group discussions and will be followed by a virtual chapter happy hour!

### Event Details

- **Topic:**

***Leadership Strategies for Contracting Professionals***

*Contract management is a dynamic profession that relies on strong leaders to create solutions for organizations, customers, and end-users. Sometimes that means thinking bigger when it comes to the critical role a contract management team plays in accomplishing the mission and driving an organization forward.*

*In this virtual seminar, participants will explore leadership opportunities and challenges faced by contract managers, learn to leverage specific leadership skills, and develop a personal, 90-day leadership plan to hit the ground running. This seminar is perfect for anyone working in acquisition, preparing to take on a new leadership role, and current leaders ready to hone their skills!*

*Skilled facilitators will keep the virtual experience engaging through all-day discussion, and hands-on practice in leadership skills.*

*Stick around at the end for a virtual happy hour with your local chapter!*

- **Event Date:** Tuesday, May 18, 2021
- **Schedule:**
  - **9:30am to 5:30pm ET:** Virtual NES
  - **5:30pm to 6:15pm ET:** Virtual chapter happy hour
- **Presenters:** Heidi Timmerman and Glenn Richardson
- **Credits:** 6.5 CPEs/6.5 CLPs/0.65 CEUs
- **Price:**
  - **Chapter rate:** \$180 member/\$237 non-member
  - **Non-chapter rate:** \$230 member/\$287 non-member

Registration is limited and will be on a first come, first served basis.

**How it works:**

NCMA HQ does all the event planning, registration, speaker selection, communication, materials, and coordination. Chapters are responsible for bringing the attendees! Chapters who sign up will receive a unique registration code. Anyone who registers using your chapter’s registration code will get the chapter rate and your chapter will receive 25% of the revenue for those registrants which you will receive 60 days after the event date.

**Next Steps:**

1. [Sign up your chapter for the event](#) as soon as possible but no later than **May 7, 2021**.
2. Receive your chapter registration code from NCMA within one week.
3. Start getting the word out to your members and community by sharing the [registration link](#) and your chapter registration code.
4. Plan a chapter-hosted virtual happy hour. When the seminar ends, participants will be able to join a chapter-specific breakout room in Zoom where you will host your happy hour.

**Summary of Chapter Benefit:** The below chart specifies HQ and chapter responsibilities:

Item	HQ	Chapter
Administration and Accounting	x	
Certificates of Completion	x	
Confirmation and event reminders	x	
Content Development and Speaker Instruction	x	
Day of event setup and support (all logistics)	x	
NES Materials: workbooks, books, etc.	x	
Post event follow-up and feedback	x	
Promotion	x nationally	x locally
Registration setup	x	
Speaker/Instructor Selection	x	
Topic Selection	x	
Zoom (or similar online platform) setup	x	

**Revenue example:**

The following chart shows a sample revenue share scenario based on the number of registrations using a chapter registration code.

	# of Registrations using chapter registration code	Registration Fees Collected Member (\$180 person)	Registration Fees Collected Non-Member (\$225 person)	Chapter Total Revenue (25% of Registration Fees)
Sample Scenario	40 (30 member/10 non-member)	\$5,400	\$2,250	\$1,912

**Marketing:**

To maximize chapter participation and revenue, chapters are encouraged to plan an organized marketing campaign. HQ has prepared a [Marketing Toolkit](#) for this purpose. Toolkit focus areas include brand, social media, email, key tools, and getting started advice. The focus areas explain the process, recommended platforms, best practices, and key things to remember. All resources listed are very cost-conscious; all with a no-cost option.

Your chapter contact will also receive additional event-specific copy to use for the event.

**Regular Chapter NES Program:**

If you are interested in hosting your own National Education Seminar, in person or virtually, you can still do so. Complete the regular commitment form, [here](#) and return it to [learningcenter@ncmahq.org](mailto:learningcenter@ncmahq.org).



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