

## **Special Events Committee**

### **Charter:**

The Special Events Committee is responsible for planning and executing the Construction Network Event of the Year, GC of the Year awards program and banquet, the ISA Golf Outing, the Annual Clay Shoot, and other special events as needed.

### **Focus Areas:**

- **Planning and Organization of the Construction Networking Event of the Year (CNEY)**
  - Establish a holistic plan for the CNEY that ties together all aspects of the daylong event.
  - Establish a sponsorship plan for the CNEY.
  - Seek out presenters for the lunch that maximize attendance for the trade show.
  - Keep the presentation for the GC of the Year event “fresh” by creating new formats for the presentation through the use of multimedia or guest emcees.
- **Financial Performance of CNEY**
  - Establish a budget for the event that produces a 10% net profit at a minimum.
  - Increase booth sales by 10% per year.
- **Marketing Efforts for CNEY**
  - Find opportunities to market the CNEY throughout Indiana.
  - Seek out ways to partner with other groups to bring their memberships to the CNEY.
  - Establish the GC of the Year Award as the most coveted award that GCs can receive in the state of Indiana.
- **Increase the GC of the Year Voting**
  - Evaluate and carry out voting during the most opportune time within the ISA master schedule.
  - Continually seek out ways to simplify the online ballots to make it easier for the voting process (e.g. mobile accessibility and campaign).
- **Golf Outing**
  - Continue to obtain maximum attendance for the outing.
  - Establish a budget for the outing that is reasonable but maximizes net profit of the event.
- **Clay Shoot**
  - Continue to obtain maximum attendance for the event.
  - Establish a budget for the outing that is reasonable but maximizes net profit of the event.
- **Membership Reception**
  - Seek out unique venue for this celebratory event ensuring that the space is conducive to a presentation as well as networking
  - Coordinate with board to include pertinent items into the presentation portion of the program

### **Committee Guidelines:**

- **Committee Design**
  - Total of 8-12 members
  - At least 50% from subcontractor companies

**Committee Chair:** Jon Burman, Assured Partners

**Committee Vice-Chair:** Bryan Ferry, Integrated Modular Construction

**Board Liaison:** Randy Adams

**Meeting Frequency:** Monthly