

Tips for Choosing & Utilizing Committee Members

How to choose committee members:

- ▶ Who on your staff do you want to include?
- ▶ What other organizations align with your goals for this event?
- ▶ Who has a network you would like to tap into for event attendees?
- ▶ Who has great connections for potential speakers?
- ▶ Who has a skill that will benefit the event?
- ▶ Who can you rely on to follow through on commitments and turning ideas into actions?
- ▶ *REMEMBER:* Committee members will bring their own goals and agendas to the event, make sure when choosing committee members that you're comfortable with this and that they're in alignment with the broader goals of the event.

Great ways to utilize committee members:

- ▶ Identifying and reaching out to potential presenters and speakers
- ▶ Identifying potential venues (and drawing from their connections to get access to these venues if applicable)
- ▶ Promoting the event to their networks
- ▶ Day of event volunteer support
- ▶ Giving feedback and brainstorming on big picture decisions
- ▶ Knowledge and contacts that can add to the scope of your objectives
- ▶ **AVOID:** Running every decision by the committee. Committees tend to work best when there is an event producer making final decisions and managing all the details, and committee members are given broader, specific roles, action items, and deadlines.