

Connect Meeting Guidelines

Goals

1. To increase networking possibilities for GardenComm members at the grass roots level.
2. To provide an opportunity to include non-members in free events at a local level that would encourage new membership.
3. To provide opportunities to educate local members what job opportunities, goods, services, products, cross-industry relationships and mentoring possibilities are available at a grass roots level.
4. To overcome the inertia, cost and difficulties of planning a traditional "Regional Meeting." (See established Regional Meeting Guidelines.) In other words, develop a regularly scheduled, GardenComm sponsored meeting that might offer more things for more people.
5. To increase the value of GardenComm membership, both actual and perceived.

Requirements

1. A place to hold a "local", not a regional, meeting. It can be a private home or garden, local watering hole, church basement, or community center. Its purpose is to include members, spouses, and friends-who-might-become-members within a limited radius (25-50 miles) of the meeting location. This radius could/should expand only at the request of the director/members to be in attendance.)
2. A member of the GardenComm Board of Directors or Board of Directors-approved Ambassador who wants to gather a group of like-minded garden communicators for the purpose of networking in a non-digital environment with the goals stated above and is able to attend the gathering.
3. Zero budget impact. This means that it is truly more than budget neutral. It should not have sponsors or underwriters or gifts-in-kind in order to exist. No money should change hands except as is warranted by the members in attendance to pay for direct costs. This type of gathering should not be a way to get around the regularly sanctioned regional meeting guidelines. No director's expenses will be paid for this type of meeting.
4. At least four weeks' notice to the office to allow for proper approvals from Executive Committee or Board of Directors and marketing preparation.
5. GardenComm Headquarters will provide meeting organizers with periodical updates on registrant numbers, along with a final registration list the week of the event. Social media toolkits will be created by staff for meeting organizers to promote the event. GardenComm Headquarters will promote the meeting on the website, social media networks and bi-monthly Regional Roundup emails.

GardenComm Connect Meeting Proposal Form

For all meetings and special events designated as GardenComm activities, the Association assumes financial, personal injury, and other liabilities for the event. Therefore, it is necessary that the Board of Directors or Executive Committee approve all program plans in advance of any program commitments and announcements in order for an event to be designated an official GardenComm activity.

The following form is designed to provide the information necessary to evaluate the risk being assumed by GardenComm for any proposed regional meeting or workshop. Event hosts are requested to submit their proposals to the GardenComm Executive Director at least 60 days prior to the event dates. **Please complete as much of the form and provide as many details as possible. The more complete a proposal is, the quicker it can be approved. Additional details can be added as they become available.** If you have any questions, please contact the GardenComm office at 212.297.2198.

GardenComm Region for Event _____

Name of Event _____

Date of Event _____ Date Proposal Submitted _____

Event Location/ Venue _____

City _____ State _____ Zip _____

Event Organizer/Contact Person _____

Phone _____ Email _____

Which GardenComm member (s) will be present at this event?

Please provide a brief event description and/or agenda. Please send this document as well as a photo or two, if available, to jperrone@kellencompany.com.