



SALES AND MARKETING  
PROFESSIONALS  
OF NORTHEAST  
WISCONSIN

## Programs Committee Activities

*These functions are shared by the team*

- Engage with members and help determine what organizations and topics are of high interest for membership.
- Introduce speakers at the events.
- Research companies of interest and consider content ideas for those companies.
- Leverage member networks for speakers and topics.
- Facilitate and coordinate the elements around the programs including logistics and catering.
- Coordinate donations from the host/presenting company to a charity of their choice.
- Reach out and contact prospective host/presenting companies and position the benefits of hosting an SMPNEW event.
- Develop a pipeline of potential host/presenting companies.
- Consult with speakers on content, methods, approaches for the presentations - representing the membership on what is of high interest for the group.
- Support the VP if they are unable to attend monthly board meetings (usually one hour) and submit a Program Committee report. Report includes documentation of current confirmed and prospect host/presenting companies.
- Express your passion for sales, marketing and be prepared to share your experience and energy with the SMPNEW team!

