



CHAPTER MEETING *Planning Guide*

WELCOME TO THE CHAPTER MEETING PLANNING GUIDE!

Inside you'll find an activity menu, sample agenda, helpful tips and example yearly plans for new, small and large chapters as well as blank pages so you can plan your own.

Keep in mind that WBN Chapters are different and have different needs, so chapters have the flexibility to adapt to ensure that meetings are as valuable as possible for their members.

While there is flexibility, there are certain aspects that should be at every meeting and then the chapters can adapt from there.

If you need additional assistance, please get in touch with your chapter's Board Liaison or the MSC who will put you in touch with someone to help you create a plan for your chapter.

Happy Planning!

BEGIN WITH THE END IN MIND

To ensure maximum value for members, keep in mind the reasons women join WBN in the first place. Typically they come in with some combination of the following goals:

- Market their business
- Make connections and grow their network
- Learn new things that will help them in business and life
- Hone skills in public speaking, presentation and leadership
- Build camaraderie with other business women and feel supported

Within each chapter, members may gravitate towards certain goals more so than others, so it's a good idea to get to know what each new member is wanting out of their membership when they join.

When crafting your chapter's plan, be strategic about which activities will be best for your particular members and for the size of your chapter.

Helpful links :

[WBN website - www.wbninc.com](http://www.wbninc.com)

Member Services Coordinator contact - msc@wbninc.com

[Officer resources -> Chapter Leader resources](#)

[New Member Guide](#)



CHAPTER MEETING

Activity Menu

The KEY to successful meetings is maximizing the value to members. They are exchanging their valuable time to be there, so spend the most time on Member Value activities and be efficient with Chapter Admin and Chapter Growth activities.

Maximum meeting time = 90 minutes.

MEMBER VALUE

*Flex activity = adapt to fit chapter needs

CHAPTER BUSINESS

CHAPTER GROWTH

Every meeting

- | | |
|--------------------------|------------------|
| Inspirational quote | Mentoring Moment |
| 30sec Commercials | Table Topic |
| Connect 1-1/small groups | Thanks Yous |

- Welcome + Mission Statement
- Introduce/Vote on Guests
- Brief Announcements/Reminders

FB Chapter Check-in

Flex Activity*

- | | |
|------------------------|--------------------|
| Business Presentations | Hot Seat |
| Accountability group | Business Book Club |
| Membership Tutorial | |

Monthly

Chapter Rep Report

Sample Growth Initiatives

Quarterly

Social activity outside of meetings

- Visit other chapters
- Hand out WBN Business Cards
- Post member spotlights and presentation recaps on Chapter page + ACN group
- Brainstorm categories
- Host Open House event
- Connect with Sister Chapter

1-2x/Year

Volunteer together

Plan social/volunteer activities

Consider hosting WBN Event

Tips

- Focus on value - guard against relaxing into 'coffee date' vibe
- Use a timer with audible tone for 30s commercials/presentations
- Foster positivity - don't allow negativity/complaining/gossip
- All should help/serve in leadership at some point
- Members get the most benefit when they are proactive
- Contact your Board Liaison &/or the MSC for help



CHAPTER MEETING PLANNING

Glossary

30sec Commercials: Member takes 30 seconds to introduce themselves and what they do & who they serve. See worksheet

Accountability Group: Optional activity where members report on their goals to each other and report back periodically.

All Chapter Network (ACN): Describes an event or the private facebook GROUP (not a page) where all members gather together. Members may post as often as they like, however they may only promote their business once every 7 days.

Announcements/Reminders: Brief remarks about upcoming events, WBN/Chapter news, activities etc.,

Board Liaison: Board members assigned to a chapter. Provides an direct avenue to the Board for questions or to get help with any issues.

Business Book Club: Option activity where members read and discuss a specific book related to business or leadership.

Business Presentations: Every member should do a 10-15 minute presentation about their business, which could include their history, what they offer, etc..

Categories: Business category refers to the type of business the member has. Each member can only claim one category.

Connect 1-1/small groups: During a meeting, chapters can elect to break into small groups to discuss atopic or get to know each other better.

Chapter Business: The topics that pertain to the administration of the chapter. It's necessary, but keep this to a minimum, as people are there to get value, not talk about WBN.

Chapter Facebook page: Every chapter has it's own facebook page under the main page, where they can share member spotlights, pictures of activities, promote their events and invite people to visit a meeting.

Chapter Growth: The time slot of your meeting devoted to Chapter Growth Initiatives.

Chapter Outreach Coordinator (COC): Chapter Officer position in charge of updating the Chapter's Facebook page.

Chapter Rep Report: Segment of the Chapter meeting where the Chapter Rep shares information about what is happening within all of WBN.

FB Chapter Check-in: Each member should "check in" to their meeting on their Chapter's Facebook page. This helps greatly with marketing your chapter.

Flex: Time slot during the meeting that is flexible and can be filled with activities that the Chapter has determined are most beneficial for them.

Growth Initiatives: These are activities that help grow your chapter, but aren't necessarily of value to the individual member, i.e. planning events, outreach, strategizing, etc.

Host WBN Event: Chapters can act as hosts of WBN Corporate events in collaboration with the Special Events Committee.

Hot Seat: Chapter meeting activity where the chapter brainstorms ideas/solutions to a specific problem or opportunity submitted by one member. Someone acts as a scribe to take notes for the member in the hotseat.

Inspirational Quote: The Chair starts the meeting with a quote meant to inspire the members.

Introduce/Vote on Guests: If a guest is present at a meeting, they are invited to introduce themselves. Once a guest has indicated they'd like to join, the chapter must vote on the potential member before they may officially join.

Mentoring Moment: A segment of the meeting where some designated member shares a quick tip on maximizing membership. See Member Guide for ideas.

Member Services Coordinator (MSC): The designated staff person that handles most membership issues and questions. You can reach her at msc@wbnc.com.

Member Spotlight: A social media post on the Chapter's facebook page or in the All Chapter Facebook GROUP that showcases a member of the Chapter.

Member Value: Focusing on the amount of value members receive by attending your meeting is the most important thing you can do. Anything that connects members together or helps them learn or practice skills provides value.

Membership Tutorial: These are resources in the education section of the website that help explain how to maximize the value of membership.

Open House Event: Chapter events that are open to the public and designed to attract new members. These can take place during a regular meeting or at a time outside the meeting.

Sister Chapter: Every Chapter has a sister chapter to connect with and give/get assistance and share ideas, solicit contacts in needed categories, and attend each other's events.

Social activity outside of meetings: fun things members might do together like happy hours, volunteering, picnics, etc.

Table Topic: Presentation by a member during a Chapter meeting that is educational on some topic of interest.

Thank You: Time during the meeting for acknowledging referrals and business members have given each other.

Visit Other Chapters: Members may visit other Chapters by contacting their Chair or Rep. Be cognizant of category conflicts.

Volunteer Activities: Activities members do together to help their community, i.e. collecting food, clothes, etc.

WBN Business Cards: Handy tool for members to promote their chapter and invite guests to their meetings.

Welcome + Mission Statement: The Chair opens each meeting by reading the WBNn Mission Statement.

Helpful links :

[WBN website - www.wbnc.com](http://www.wbnc.com)

Member Services Coordinator contact - msc@wbnc.com

[Officer resources -> Chapter Leader resources](#)

[New Member Guide](#)



CHAPTER MEETING *Planning*

The KEY to successful meetings is maximizing the value to members. They are exchanging their valuable time to be there, so spend the most time on Member Value activities and be efficient with Chapter Admin and Chapter Growth activities.

Maximum meeting time = 90 minutes.

SAMPLE AGENDA

- Welcome & Read Mission Statement (1 minute)
- Inspirational Quote (1 minute)
- Chapter Check-in (3 minutes)
- Mentoring Moment (3 minutes)
- 30sec Commercials (3-17)
- Welcome/Vote on any guests (3 minutes)
- Announcements/Chapter Rep report (1x per month)/Chapter Business (events etc) (4-7 minutes)

3 blocks of time - 10-15 minutes each

- Business Focus - member presentation (if all have presented, do flex activities)
- Education Focus - Table Topic
- Flex/Chapter Growth
 - 1st meeting of the month - used for something of value to member (choose from Flex activities)
 - 2nd meeting of the month - use this time for chapter growth activities/planning etc.
- Thank yous (5-10 minutes)
- End + connection time (10-15 min)

SMALLER CHAPTERS

Don't keep doing your business presentations over and over if everyone has already presented that year - focus on table topics, maybe add an accountability group, add a business book club element, etc.

Ask your members what would help them feel like they're moving forward in their businesses? Resume business presentations as new members come in.

NEW CHAPTERS

In addition to the small chapter tips, emphasize Mentoring Moments and Membership Tutorials using the New Member Guide

LARGER CHAPTERS

- You may have 2 business presentations per meeting if needed, but balance that with ensuring that there's something valuable for everyone at EVERY meeting, for example, a Table Topic/Flex activity.
- Consider holding a quarterly Leadership Meeting for planning open houses, events, discussing changes to format, chapter growth activities, etc.
- Consider holding a quarterly New Member Mentoring meeting (can be same day as Leadership Meeting) to do deeper dives on the New Member Guide, have them bring their devices so they can do them right there as a group.
- Make sure that new people get on the schedule to present and start doing their 1 on 1s right away so they don't get lost in the shuffle and encourage all members to present annually.

Tips

- Focus on value - guard against relaxing into 'coffee date' vibe
- Use a timer with audible tone for 30s commercials/presentations
- Foster positivity - don't allow negativity/complaining/gossip
- All should help/serve in leadership at some point
- Members get the most benefit when they are proactive
- Contact your Board Liaison &/or the MSC for help



CHAPTER MEETING

New/small chapter

Smaller chapters can be incredibly valuable to members. Focus on getting to know each other, presentation skills, hot seats, accountability, membership maximization and connecting with your Sister Chapter.

1	1st	Open House: Presentation re WBN	Connection Activity
	2nd	Open House: Presentation re Table Topic	Connection Activity
2	1st	Open House: Presentation re Motivational Topic	Connection Activity
	2nd	Open House: Presentation re Member Guide	Connection Activity

NOTES
 Ensure meetings are set up as fb events & listed accurate on website (link)
 *Post presentation recaps on your Chapter Page and share into ACN (All Chapter Network) FB group

		MENTORING MOMENT	BUSINESS FOCUS	EDUCATION FOCUS	FLEX/CHAPTER GROWTH
3	1st	Step 1	Discuss/Schedule Presentations/Table Topics	Elect officers. Submit to WBN.	Brainstorm strategic categories. Post* each separately.
	2nd	Step 1	Business Presentation*	Table Topic*	Visit other chapters, start with Sister Chapter
4	1st	Step 2	Business Presentation*	Table Topic*	Report back on chapter visits. Incorporate any changes.
	2nd	Step 2	Business Presentation*	Table Topic*	Discuss Member spotlights - COC schedules them
5	1st	Step 3	Business Presentation*	Table Topic*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc.
	2nd	Step 3	Business Presentation*	Table Topic*	Plan relaxed social event. Consider inviting Sister Chapter
6	1st	Step 4	Business Presentation/Flex*	Table Topic*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc.
	2nd	Step 4	Business Presentation/Flex*	Table Topic*	Plan OPEN HOUSE 1

Tips

- Attend WBN events
- Connect with Sister Chapter
- Complete the New Member Guide steps
- Maximize the benefits of being a smaller chapter while you can



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	MENTORING MOMENT	BUSINESS FOCUS	EDUCATION FOCUS	FLEX/CHAPTER GROWTH	
7	1st	Step 5	Discuss/Schedule Presentations/Table Topics	Elect officers. Submit to WBN.	Brainstorm strategic categories. Post* each separately.
	2nd	Step 5	Business Presentation/Flex*	Table Topic*	Host/finalize plans for Open House 1. WBN presentation
8	1st	Step 6	Business Presentation/Flex*	Table Topic*	Report back on chapter visits. Incorporate any changes.
	2nd	Step 6	Business Presentation/Flex*	Table Topic*	Plan relaxed social meet up
9	1st	Step 7	Business Presentation/Flex*	Table Topic*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc.
	2nd	Step 7	Business Presentation/Flex*	Table Topic*	Check in on categories, brainstorm places/people
10	1st	Step 8	Business Presentation/Flex*	Table Topic*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc.
	2nd	Step 8	Business Presentation/Flex*	Table Topic*	Identify volunteer opportunity to do together
11	1st	Step 9	Business Presentation/Flex*	Table Topic*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc.
	2nd	Step 9	Business Presentation/Flex*	Table Topic*	Plan relaxed social event. Consider inviting Sister Chapter
12	1st	Step 10	Business Presentation/Flex*	Table Topic*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc.
	2nd	Step 10	Business Presentation/Flex*	Table Topic*	Create new plan for next year

Tips

- Remember to post presentation recaps on your Chapter Page and share into ACN (All Chapter Network) FB group
- Keep connecting with each other and those in your sister chapter



CHAPTER MEETING

New chapter

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1	1st	Open House: Presentation re	Connection Activity
	2nd	Open House: Presentation re	Connection Activity
2	1st	Open House: Presentation re	Connection Activity
	2nd	Open House: Presentation re	Connection Activity

N Ensure meetings are set up as fb events & listed
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T
E *Post presentation recaps on your Chapter Page and
S share into ACN (All Chapter Network) FB group

		MENTORING MOMENT	BUSINESS FOCUS	EDUCATION FOCUS	FLEX/CHAPTER GROWTH
3	1st	Step 1	_____	_____	_____
	2nd	Step 1	_____	_____	_____
4	1st	Step 2	_____	_____	_____
	2nd	Step 2	_____	_____	_____
5	1st	Step 3	_____	_____	_____
	2nd	Step 3	_____	_____	_____
6	1st	Step 4	_____	_____	_____
	2nd	Step 4	_____	_____	_____

Tips

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- Connect with Sister Chapter
- Complete the New Member Guide steps
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MENTORING MOMENT

BUSINESS FOCUS

EDUCATION FOCUS

FLEX/CHAPTER GROWTH

7 1st
2nd

Step 5
Step 5

8 1st
2nd

Step 6
Step 6

9 1st
2nd

Step 7
Step 7

10 1st
2nd

Step 8
Step 8

11 1st
2nd

Step 9
Step 9

12 1st
2nd

Step 10
Step 10

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Small chapter

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MENTORING MOMENT

BUSINESS FOCUS

EDUCATION FOCUS

FLEX/CHAPTER GROWTH

1 1st
2nd

2 1st
2nd

3 1st
2nd

4 1st
2nd

5 1st
2nd

6 1st
2nd

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CHAPTER MEETING

Larger chapter

Larger Chapters have the benefit of lots of members, but it's easy for members to get complacent about connecting and get lost in the shuffle. Ensure that members are engaged and that leadership roles get spread out.

		MENTORING MOMENT	BUSINESS FOCUS	EDUCATION FOCUS	FLEX/CHAPTER GROWTH
1	1st	Step 1	Discuss/Schedule Presentations/Table Topics	Elect officers. Submit to WBN.	Flex: Hotseat, Accountability, Book club, 1-1s, etc. Brainstorm strategic categories. Post* each separately.
	2nd	Step 1	Business Presentation/Flex*	Table Topic*	
2	1st	Step 2	Business Presentation/Flex*	Table Topic*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc. Plan OPEN HOUSE 1
	2nd	Step 2	Business Presentation/Flex*	Table Topic*	
3	1st	Step 3	Business Presentation/Flex*	Table Topic*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc. Host OPEN HOUSE 1 - WBN presentation
	2nd	Step 3	Business Presentation/Flex*	Table Topic*	
4	1st	Step 4	Business Presentation/Flex*	Table Topic*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc. Plan relaxed social event. Consider inviting Sister Chapter
	2nd	Step 4	Business Presentation/Flex*	Table Topic*	
5	1st	Step 5	Business Presentation/Flex*	Table Topic*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc. Identify volunteer opportunity to do together
	2nd	Step 5	Business Presentation/Flex*	Table Topic*	
6	1st	Step 6	Business Presentation/Flex*	Table Topic*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc. Brainstorm strategic categories. Post* each separately.
	2nd	Step 6	Business Presentation/Flex*	Table Topic*	

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7	1st	Step 7	Discuss/Schedule Presentations/Table Topics	Flex: Hotseat, Accountability, Book Club, 1-1s, etc. Plan OPEN HOUSE 2
	2nd	Step 7	Business Presentation/Flex*	
8	1st	Step 8	Business Presentation/Flex*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc. Host/finalize plans for Open House 2
	2nd	Step 8	Business Presentation/Flex*	
9	1st	Step 9	Business Presentation/Flex*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc. Volunteer together (can substitute meeting)
	2nd	Step 9	Business Presentation/Flex*	
10	1st	Step 10	Business Presentation/Flex*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc. Check in on categories, brainstorm places/people
	2nd	Step 10	Business Presentation/Flex*	
11	1st	Step 11	Business Presentation/Flex*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc. Plan relaxed social event. Consider inviting Sister Chapter
	2nd	Step 11	Business Presentation/Flex*	
12	1st	Step 12	Business Presentation/Flex*	Flex: Hotseat, Accountability, Book Club, 1-1s, etc. Create new plan for next year
	2nd	Step 12	Discuss/Schedule Presenters/topics	

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FLEX/CHAPTER GROWTH

1 1st
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