



Job Descriptions for CanSPEP Board Positions

General Responsibilities for all Board Positions:

- Participate in all Board and Strategy meetings (about 10 - 12 meetings per year) and provide board reports for each meeting as required;
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- Attend as many CanSPEP National Events as possible including but not limited to:
 - CanSPEP Day (January)
 - AGM (November) - virtual
 - CanSPEP Conference (June)
 - Monthly webinars and CanSPEP Connections calls
- Assist in preparing annual operating budget for the Society
- Assist in developing/implementing/and or maintaining the 12 – 36-month leadership plan for the organization
- Develop and maintain an annual portfolio plan in alignment with CanSPEP strategic direction and mission and vision
- Liaise with Association Management as required, adhering to their Scope of Service for each portfolio
- Use the Board of Directors project planning tools and templates;
- Provide brief, written updates for each Board of Directors meeting;
- Provide annual report for AGM
- Provide articles/updates on your portfolio for CanSPEP newsletter as required;
- As a key representative of CanSPEP, adhere to a code of conduct appropriate to the role of ambassador. Maintain confidentiality, while representing the association in a positive and supportive manner at all times.

President-Elect

Category: Executive

Reports to: President

Term: One (1) year as President Elect with a commitment of two (2) additional years; one (1) year serving as Chapter President, followed by one (1) year serving as Immediate Past President

Eligibility:

1. CanSPEP Member in good standing.
2. The President-elect and President positions must have demonstrated leadership by holding either the Secretary Treasurer position, the Conference Chair, or significant project leadership within the association, or a similar position within another industry association.
3. Previous service on a Board of Directors, preferably at the VP level with CanSPEP or a similar position within another industry association.
4. Knowledgeable of the activities, initiatives and affairs of CanSPEP.
5. Willingness to put in the time, energy, talents and enthusiasm required of the position.



6. Good organizational skills.

Duties include:

- Support and defend policies and programs adopted by the Board of Directors.
- Serve as voting member of Board of Directors.
- Serve as voting member of the Board's Executive Committee.
- Assist in the development of the annual Business Plan.
- Submit written report for inclusion in the Annual Report.
- Submit written Board reports, in advance, for monthly Board meetings; request agenda time as required.
- Submit budget needs for the following fiscal year.
- Update documents and monitor appropriate Projects on Basecamp (the Chapter's online project management tool).
- Act as coach, advisor, and counselor to other Board members and committees.
- Conduct transition meeting with successor.
- Perform other duties that may be delegated by the President and/or Board of Directors.
- Liaise with all portfolios and offer support as required.

President

PRESIDENT is the duly elected head of CanSPEP and is responsible for overseeing the Board and Association Management's activities.

Eligibility:

1. CanSPEP Member in good standing.
2. The President-elect and President positions must have demonstrated leadership by holding either the Secretary Treasurer position, the Conference Chair or significant project leadership within the association, or a similar position within another industry association.
3. Previous service on a Board of Directors, preferably at the VP level with CanSPEP or a similar position within another industry association.
4. Knowledgeable of the activities, initiatives and affairs of CanSPEP.
5. Willingness to put in the time, energy, talents and enthusiasm required of the position.
6. Good organizational skills.
7. Have an awareness of affiliate industry associations and maintain communications with other meeting industry associations to help build strategic alliances.

Duties include:

- Oversee the overall operation of CanSPEP through chairing Directors meetings; attending monthly meetings and the annual Conference, and representing CanSPEP at other industry functions;
- Liaise regularly with Directors, Special Committee Chairs, Volunteers and external suppliers to provide support, assistance and counsel (as required);
- Chair all Board of Directors' Meetings and Membership Meetings (AGM, Special Members Meetings)



CANSPEP BOARD JOB DESCRIPTIONS

- Active member of the Board Executive comprised of the President, Past-President and Secretary Treasurer. Approximately 6 – 8 meetings per year
- Act as signing officer of CanSPEP;
- Sign off and approve official correspondence or promotional materials of CanSPEP.

Timelines:

Monthly:

- Create agenda for Board of Directors' meeting and distribute to Board members in advance of the meeting;
- Provide a written report from the Executive Committee for Board Meetings
- Prepare and submit President's Message Newsletter column to provide membership with overview of BOD's activities and priorities
- Attend CanSPEP events/meetings as often as possible, providing greetings and if requested, introductions of speakers or special guests
- Liaise with Association Management to ensure items of business are being attended to
- Liaise with Directors to provide support and assistance as required

Annually:

- Work with Association Management to organize and execute Strategic Planning Meeting with incoming Board of Directors
- Work with Association Management to organize and execute mid-year Strategic Planning Meeting with Board of Directors
- Prepare President's report with overview of the past year for Annual General Meeting
- Chair Annual General Meeting
- Attend Annual Conference, providing greetings, President's message, introductions, etc. as requested
- Participate in opportunities to represent CanSPEP at industry initiatives

As required:

- Sign cheques or authorize e-transfer as co-signing authority for CanSPEP
- Sign off and approve official correspondence, contracts or promotional materials of CanSPEP
- Liaise with VP's to provide support, assistance and/or counsel

Secretary/Treasurer

Overview of the Role:

The SECRETARY-TREASURER is an elected administrator and budget officer for the Society.

Eligibility:

1. CanSPEP Member in good standing.
2. A proven history of budget management is mandatory for the secretary-treasurer position.
3. Previous service on a Board of Directors, preferably at the VP level with CanSPEP or a similar position within another industry association.
4. Knowledgeable of the activities, initiatives and affairs of CanSPEP.
5. Willingness to put in the time, energy, talents and enthusiasm required of the position.



CANSPEP BOARD JOB DESCRIPTIONS

6. Good organizational skills.
7. Has a proven record in budget management.

Duties Include:

- Liaise with the President and Association Management Company regarding the preparation and distribution of the Annual General Meeting agenda, Board reports and minutes
- Oversee association management company as CanSPEP record-keeper and financial manager
- Develop annual operating budget in conjunction with individual Directors, working with each Director to ensure sound financial management and accountability
- Signing authority for CanSPEP cheques and disbursements along with President and Association Management financial representative
- Active member of the Board Executive comprised of the President, Past-President and Secretary Treasurer. Approximately 6 – 8 meetings per
- Make recommendations relating to membership dues, meeting and conference registration fees, etc.
- Ensure Board members use CanSPEP planning tools, templates and budgets and provide orientation if required
- Work with auditor and association management in preparation of audited year-end financial statements
- Review and approve all event and project estimated budgets

Timelines:

Monthly

- Sign cheques/authorize electronic payments as required
- Present financial statements to Board of Directors monthly

Annually

- Prepare Treasurer's report for Annual General Meeting
- Work with Association Management to prepare and circulate Nominations and AGM documentation to membership
- Develop Annual Budget with input from all Board of Directors, with assistance from Association Management

As required:

- Sign cheques or authorize e-transfer as co-signing authority for CanSPEP
- Liaise with VP's to provide support, assistance and/or counsel
- Execute Special Projects as defined in the Strategic Planning Process as determined by the Executive

Vice President, Marketing & Communications

Overview of the Role:

The Marketing & Communications Portfolio handles the internal & external communication functions of the association with a focus on:

- External: print media, industry associations and social media. Build messaging to promote consistent brand that positions CanSPEP as the leading association for independent



CANSPEP BOARD JOB DESCRIPTIONS

planners. This portfolio is an evolutionary one that will expand in scope and task as the society grows and gains industry visibility.

Identify marketing opportunities for the society that will generate increased awareness and ensure communication with industry publications is current (press releases etc.).

- Internal: communications to members including education updates, association updates and newsletter. Build messaging to represent and promote the professionalism of CanSPEP and its members.

Identify opportunities for CanSPEP and its members that will generate increased engagement and ensure information shared is current (education updates, call for committee members etc.).

Eligibility:

1. CanSPEP Member in good standing.
2. Previous service on a Board of Directors, preferably at the VP level with CanSPEP or a similar position within another industry association.
3. Knowledgeable of the activities, initiatives and affairs of CanSPEP.
4. Willingness to put in the time, energy, talents and enthusiasm required of the position.
5. Good organizational skills.

Duties Include:

- Continue/create consistent messaging and update Marketing/Communications plan
- Give Leadership to the management, updates and content of the CanSPEP Website
- Create a newsletter content plan and secure content for and work with Association Management Company to produce the CanSPEP e-newsletter and other member communication (4 issues per year)
- Develop and maintain social media campaign targeting external audience
- Monitor measurement of various external marketing opportunities, including tradeshow
- Share with VP, Partnerships any assets that can be used as benefits to sponsors (revenue generating)
- Review content for updates to website (external content)
- Maintain and write (when necessary) the CanSPEP Blog posts and Press Releases
- Review the member's only section of the website on a regular basis to ensure content it is up-to-date and work with the Association Management Company to develop and post relevant content.
- Provide advice and input into the annual CanSPEP Live Events communication efforts
- Develop and maintain social media campaign targeting external audience
- Give leadership to Media Partner relationships. Ensure communication with industry publications is current; provide upcoming meeting dates and association updates and information on CanSPEP for publication
- Seek out and identify marketing opportunities for the society that will generate awareness and provide benefits to members. (Tradeshows and speaking opportunities)
- Seek opportunities to cross-promote CanSPEP with other industry and non-industry organizations
- Seek out and identify marketing opportunities for the society that will generate increased awareness with possible clients and increase use of the online RFP process.



CANSPEP BOARD JOB DESCRIPTIONS

- Work with other board VPs to identify when marketing pieces will be required to promote events/programs/initiatives externally. Build the marketing collateral to meet target audience and dates.
 - Provide web content to Association Management regarding upcoming initiatives for members as it relates to industry associations and opportunities
 - Develop media and industry contact list, and write/approve media releases liaising with Communications committee to develop partnerships to promote the association
 - Ensure all communication reflects a national message, including Community information where possible
 - Liaise with conference marketing committee to assist in promoting the conference.

Timelines:

Monthly:

- Provide updates to Board regarding marketing opportunities
- Create or work with graphic designer on any marketing ads and/or collateral
- Provide Association Management with contacts to add to database – Media contact list

Annually:

- Establish a Committee
- Review and update the CanSPEP Marketing Plan
- Attend CanSPEP Board of Directors Strategic Planning Sessions (two)
- Prepare report for and attend Annual General Meeting

As Required:

- Liaise with Executive and VP's to provide support and assistance with the external marketing of CanSPEP news and events
- Work with VP, Education to develop (external) marketing pieces in advance for upcoming education
- Work with VP, Partnership to develop marketing collateral to invite and engage suppliers
- Work with VP, Membership to develop marketing collateral for Membership drives and other external initiatives
- Notify Board members of the deadline for newsletter articles
- Liaise with Association Management to produce newsletter and all other internal communications
- Review and approve articles for publication
- Assist CanSPEP President in reviewing messages to the membership

Vice President, Education

OVERVIEW OF ROLE:

The Education portfolio is responsible for the development of all educational content delivered by the Society, through all platforms (live events, webinars, etc.). Education has a directive to be nationally accessible. Build program sessions that will position CanSPEP members as leading professionals in the events industry. This portfolio is an evolutionary one that will expand in scope and task as program feedback is reviewed.

Eligibility:

1. CanSPEP Member in good standing.



CANSPEP BOARD JOB DESCRIPTIONS

2. Previous service on a Board of Directors, preferably at the VP level with CanSPEP or a similar position within another industry association.
3. Knowledgeable of the activities, initiatives and affairs of CanSPEP.
4. Willingness to put in the time, energy, talents and enthusiasm required of the position.
5. Good organizational skills.

Duties Include:

- With a focus on content, give leadership to the development of the Society's annual education program including National Live Events:
 - CanSPEP Day
 - Webinar Series (6-10 per year)
 - Annual Conference
- Work with Sub-Committee(s) to design and build a suitable education schedule to serve member needs
- The Chair of the Annual Conference Education Sub-Committee reports to the position and as such the VP Education provides advice to the annual conference education content
- Work with VP, Events to report educational delivery logistic needs for National live events and Association Management Company for Webinar content delivery
- Work with VP, Communities and Member Engagement to report educational delivery logistic needs for Community live events
- Create and deploy an annual call for abstracts, and/or manage all content RFP's
- Give leadership to association's policies in relation to speaker management
- Develop and Maintain relationships with Speaker Bureaus
- Manage all educational certification requirements with CIC
- Work with VP, Communications to ensure latest information is shared with members

Timelines:

Monthly:

- Manage content at all CanSPEP national educational events

Annually:

- Establish a Committee
- Attend CanSPEP Board of Directors Strategic Planning Sessions (two)
- Prepare report for and attend Annual General Meeting

As required:

- Update Education Plan based on member needs, industry trends, and developing opportunities to educate members

Vice President, Events

OVERVIEW OF ROLE:

The Events portfolio is responsible to oversee the management of event logistics all live events including education and social events.

Eligibility:



CANSPEP BOARD JOB DESCRIPTIONS

1. CanSPEP Member in good standing.
2. Previous service on a Board of Directors, preferably at the VP level with CanSPEP or a similar position within another industry association.
3. Knowledgeable of the activities, initiatives and affairs of CanSPEP.
4. Willingness to put in the time, energy, talents and enthusiasm required of the position.
5. Good organizational skills.

Duties Include:

- Leadership to the Events Sub-Committee which includes:
 - Live Event Chairs (Annual Conference Chair; CanSPEP Day Lead; tete-a-tete, Canadian Meetings & Events Expo (CMEE))
 - Production Lead
 - Event Marketing Lead
 - and Community Events Chair
- Support the Sub-Committee(s) to manage event logistics for CanSPEP's annual roster of live events;
- Liaise with VP, Education and manage event logistics for education events
- Develop and oversee distribution of event venue RFPs and manage comparison and decision making along with all committee members
- Ensure the event scenario and budget templates documents are completed for all events
- Work with Association Management Company to oversee registration process, post-event feedback and financial results (through Event Chairs/Leads)
- Act as Board liaison between the Annual Conference Executive Committee and the Board; review and orient the Conference Committee Chair to the Conference Committee structure and job descriptions; ensure the appropriate CanSPEP planning tools, templates and procedures are utilized; and provide monthly status update for the Conference to the Board Meetings
- Work with VP, Communications to ensure latest information is shared with members
- Work with VP, Partnership to ensure sponsor benefits are delivered and sponsors/partners are recognized
- Work with Association Management Company to oversee registration process, post-event feedback and financial results

Timelines:

Monthly:

- Manage/oversee all CanSPEP event logistics, all live events including education and social events

Annually:

- Establish a Committee
- Attend CanSPEP Board of Directors Strategic Planning Sessions (two)
- Prepare report for and attend Annual General Meeting

As required:

- Update Education Plan based on member needs, industry trends, and developing opportunities to educate members



Immediate Past President

Eligibility: Position is filled by out-going President of previous year.

Duties Include:

- Support and defend policies and programs adopted by the Board of Directors.
- Serve as voting member of Board of Directors.
- Serve as voting member of the Board's Executive Committee.
- Assist in the development of the annual Business Plan.
- Submit written report for inclusion in the Annual Report.
- Submit written Board reports, in advance, for monthly Board meetings; request agenda time as required.
- Monitor and approve appropriate invoices, as one of CanSPEP signing authorities, and forward supporting paperwork to Chapter Administrator for payment, as required.
- Responsible for the following budget line: Presidents/Board of Directors.
- Ensure fiscal responsibility of the "Board Expenses" budget.
- Submit budget needs for the following fiscal year.
- Update documents and monitor appropriate Projects on Basecamp (the Chapter's online project management tool).
- Act as coach, advisor, and counselor to other Board members and committees.
- Acts as Chair of Past Presidents' Council and liaison with Board of Directors.
- Sits on the Board of Directors for Meetings Mean Business.
- Conduct transition meeting with successor.
- Perform other duties that may be delegated by the President and/or Board of Directors.
- Liaise with all portfolios and offer support as required.



Vice President, Membership & Communities

Category: Executive

Reports to: President

Term: 2 Years

Overview of the Role:

The Membership Portfolio handles all membership related functions of the association with a focus on membership recruitment, approval, retention and benefit development. The VP of this portfolio is responsible for overseeing the operations of CanSPEP Communities across Canada and the associations Volunteer Protocols.

Eligibility:

1. CanSPEP Member in good standing.
2. Previous service on a Board of Directors, preferably at the VP level with CanSPEP or a similar position within another industry association.
3. Knowledgeable of the activities, initiatives and affairs of CanSPEP.
4. Willingness to put in the time, energy, talents and enthusiasm required of the position.
5. Good organizational skills.

Duties Include:

- Review new membership applications, validating applicant's eligibility as a CanSPEP member through looking at the applicant's company website, and speaking with them personally
- Make call to members 2-3 months prior to their renewal date to gauge their involvement, satisfaction and encourage them to renew.
- Conduct research for potential new members across Canada; determine if there are enough potential CanSPEP members in an area to form a new CanSPEP community
- Give leadership to Member Benefit development, deployment and management
- Manage Volunteer Protocol development and delivery
- Work to retain existing members by acting as a listening board, and bringing any suggestions and concerns to the Board
- With VP, Marketing & Communications, review the member information in the member's only section of the website on a regular basis to ensure content it is up-to-date
- Develop member needs assessments and other engagement activities
- Give leadership of annual scholarship program including vetting applications.
- Give leadership to Member Recruitment & Retention efforts, including the design and creation of campaign efforts, through to deployment
- Ensure that Community activities are representative of the CanSPEP vision, mission, and culture
- Act as Board liaison with Community sub-committees, representing Community interests, ideas, opportunities and concerns at the Board Level
- Work with VP, Education and VP, Events on development and delivery of community level events and initiatives
- Work with CanSPEP Association Management to establish/assist new communities

Timelines:

Monthly:

- Manage member out-reach to ensure annual touch-points are met



CANSPEP BOARD JOB DESCRIPTIONS

- Report to the Board of Directors' on all regional/community events taking place
- Attend CanSPEP events/meetings in Communities, if possible
- Liaise with Association Management and community chairs to ensure any community issues and developments are addressed appropriately and/or presented to the Board for discussion

Annually:

- Establish a committee
- Review, deploy and manage the annual Scholarship Program
- Review and update membership benefits
- Liaise with Association Management for 5/10/15/20 year pins for distribution at annual Conference
- Attend CanSPEP Board of Directors Strategic Planning Sessions (two)
- Prepare report for and attend Annual General Meeting

As required:

- Conduct exit interviews with non-renewing members
- Coordinate Member Survey (bi-annual)
- Give leadership to Community level events, if needed
- Attend to community issues as required
- Identify and recruit Chairs for Communities
- Liaise with other VPs regularly to ensure community interests are addressed in all new and existing initiatives
- Work as an ambassador to members from other parts of the country, encouraging them to network with other independent planners in the area