



NEW YORK WOMEN
IN COMMUNICATIONS

New York Women in Communications Professional Programming Committee 2018-2019 Platform Document

About Us

The Professional Programming Committee develops and produces relevant and engaging events for New York Women in Communications members and prospective members throughout each season. Our event programming is designed to educate, empower and connect women from all communications disciplines. Professional Programming events provide both guidance on career development for women at all stages of their professional development and exposure to industry trends designed to keep women informed on the ever-evolving media and marketing landscape. The activities of the Professional Programming Committee are an integral part of the organization and a major touch point for members and potential members.

Our Charge

The Professional Programming Committee endeavors to conceive and produce events that meet the needs of New York Women in Communications' diverse membership. The committee strives to fashion events that speak to the many types of communicators the organization serves, from women in public relations and fundraising to media and advertising.

Committee Leadership

The Vice Presidents of the Professional Programming Committee are Robyn Hatcher and Liz Castoro. They also serve on the Board of Directors for New York Women in Communications. You will find bios for Robyn and Liz on www.nywici.org in the "About Us" section under "Board of Directors."

Executive Committee Appointments

Guidance of the Professional Programming Committee also requires Director-level, Manager-level and Secretary appointments each designed to meet the unique needs of the committee. Together, the Vice Presidents, Directors and Secretaries make up the Executive Team of the Professional Programming Committee. The Executive Team requires a significant commitment from participating members. This leadership body guides the Professional Programming Committee, further engages Committee members, and creates opportunity for more structured succession planning.

Additional Committee Volunteer Opportunities

In addition to Executive Committee roles, we also seek a variety of volunteers to contribute to the exciting work of the Professional Programming Committee. Additional volunteer opportunities include but are not limited to:

Programming Coordinator: Plays key role in the success of the Professional Programming Committee. Is responsible for collecting and distributing the Committee's monthly meeting agenda and minutes, creating and updating calendar of upcoming events, gathering attendance data from events and sending out information as needed to keep Committee members up to date.

Panelist Liaisons/Liaison Managers: Managers oversee Panelist Liaisons team. Liaisons make sure panelists are cared for and events run smoothly. Responsibilities can include contacting panelists prior to event, securing panelist bios and headshots, interviewing panelists prior to events, making sure panelists complete NYWICI Panelist questionnaire. Liaisons also work with

Promotions team to make sure panelist are equipped to promote event on their social media feeds.

Promotion Managers Charged with getting the word out about Professional Programming Committee events. Responsibilities include establishing a promotion calendar for each event and coordinating partner promotion as necessary.

Social Media Manager Writes pre- and post-event promotional tweets, connects with Panelist Liaisons and Kellen to make sure panelists and NYWICI are looped into promotion plan, live tweets events.

Event Volunteers Serve as panelist/guest greeters at events, liaisons for committee leaders and/or other critical logistical support, as needed. Members can volunteer to help facilitate any event.

Committee Logistics

The Professional Programming Committee meets monthly, rotating between in person meetings at the offices of Kellen Company and Weber Shandwick and call-in meetings. Meetings are usually the second Wednesday of each month at 8:30 a.m. to 9:30 a.m. or 6:00 p.m. to 7:00 p.m. as best serves committee member schedules. In between meetings and on the run-up to programming events, the Committee also communicates by email and conference calls.

Each Committee member will have the opportunity to work on a specific event or several events as her interest and schedule permits. Committee members will work in tandem with other members to help shape events, including topic ideas, speaker selection, event marketing and logistics.

Benefits of Serving on the Committee

There are myriad benefits to serving on a New York Women in Communications committee. Volunteering with the Professional Programming Committee is no exception. Paramount among these benefits is the opportunity to connect and network with an amazing group of women whose expertise as communicators cuts across disciplines — from international journalism to digital media, television to content marketing, and more. Our volunteer committee members work in a range of settings, from nonprofits to Fortune 500 companies; many have also started their own companies.

In addition to working with an exceptional team of professionals, those who chose to accept the dynamic challenge of volunteering with the Professional Programming Committee are also able to:

- Gain access to industry leaders and insiders, and exposure to industry trends
- Develop, create and produce exciting programming content and see it through from ideation and planning to day-of implementation
- Build a portfolio of skills and/or deepen experience in event planning, securing guests and promotional marketing
- Expand their portfolio of skills to gain facility in new areas, areas that may be different from their everyday professional activities.

Join Us Today

To join the Professional Programming Committee, please contact info@nywici.org. You may also contact the Professional Programming Committee Vice Presidents directly as follows:

- Robyn Hatcher at robyn@speakeetc.com
- Liz Castoro at elizabethcastoro@gmail.com