



Professional Programming Committee Platform Document

Overview:

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.

Goals:

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.

The Role of Committee Members:

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

Meeting Schedule and Committee Logistics:

The Professional Programming Committee meets monthly via conference call. Meetings are scheduled on various weekdays to accommodate as many schedules as possible but are always held from 8:30 a.m. to 9:30 a.m. In between meetings and on the run-up to programming events, the Committee also communicates by email.

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 choose to accept the dynamic challenge of volunteering with the Professional Programming Committee are also able to:

- Gain access to industry leaders and insides, and exposure to industry trends
- Develop, create and product 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

Contacts:

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

- Liz Harish at elizabethcastoro@gmail.com
- Lauren Tran at laurentran14@gmail.com