

Virtual Leadership Day

Taking Time to Celebrate

-

Chicago STC Pacesetter

Award 2016 -

Presented by Betsy

Maaks



Betsy Maaks



Betsy Maaks is an STC Fellow and three-time President of the Chicago chapter. She served on the STC Nominating Committee and ran for Director-Sponsor. Betsy has helped on the Community Affairs Committee, the Conference Advisory Committee, and placed fingers in numerous other pies. She was the manager of the International Tech Comm SIG in its hey-day when the rise of the Internet brought about an huge increase in international commerce, and the need for writing and managing translations. She holds an M.A. in French from Illinois State University and a B.A. in French/Spanish and Education from the same institution. In her free time, she's a Toastmaster and president of one of its clubs. She also enjoys competitive dancing whenever (and wherever) she can.



Taking Time to Celebrate

- * Chicago STC
Pacesetter idea
- * The event (details)
- * Generating ideas for
your event



The Idea

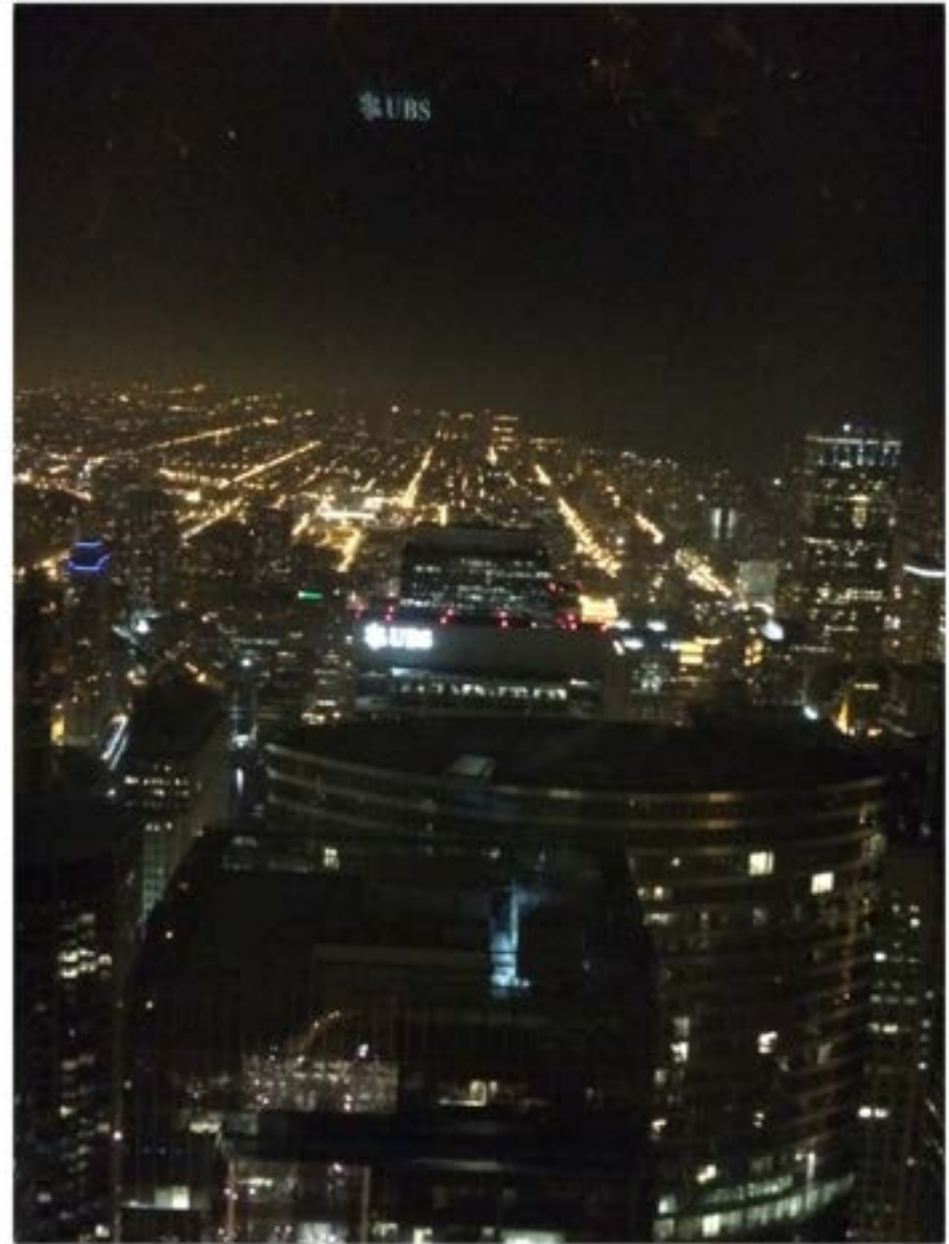
- * 60th Anniversary Celebration
- * Iconic location
- * Historical displays, presentations
- * Invite non-members and former members
- * Marketing as a special event

The Details

- * Anniversary celebration is not a monthly meeting - it's a special event!
- * The location is iconic, by invitation-only
- * “Bookend” events: January and December
- * Special speakers: Current STC Presidents
- * Cost: Enlist sponsors for venue, meal, give-aways

Ideas for your event

- * Iconic location: Vintage hotel, museum, building, gardens
- * Event: Anniversary, volunteers, year-end, kick-off
- * Speakers: A “Name” in Tech Comm, author, local personality, comedian, team building event
- * Marketing: Different from monthly meetings
- * Sponsors: Special event, one-time



Welcome to **Room 2** of the #STC16 Virtual Leadership Program Breakout Sessions!

- Room 1

<http://stc.adobeconnect.com/stccacroom1/>

- **1:30-2:00:**
Bobbi Werner
Using Targeted Contact Lists
- **2:00-2:30:**
MK Grueneberg
CAA Application
- **2:30-3:00:**
Rick Lippincott
Beginning Social Media
- **3:00-3:30:**
Roger Renteria
Adobe Connect

- Room 2

<http://stc.adobeconnect.com/stccacroom2/>

- **1:30-2:00:**
Maryann Bowen
STC Webinars as a
Springboard for Networking
- **2:00-2:30:**
Betsy Maaks
Taking Time to Celebrate!
- **2:30-3:00:**
Viqui Dill
Advanced Social Media
- **3:00-3:30:**
Lori Meyer
Succession Planning

Please give us your feedback <https://goo.gl/Pv9XzH>