

**ASIS International Best Practices
Conducting Meetings
The Western New Jersey Chapter-088**

Introduction: The following document represents a Best Practice for conducting meetings by the Western New Jersey Chapter of the ASIS International (ASIS).

Purpose: The purpose of generating this Best Practice is to describe the process of conducting a meeting for the Western New Jersey Chapter of ASIS. This document describes monthly luncheon meetings, however aspects of the attached can be applied to several formats to include dinners, All-Day Seminars, site visits or pure speaking engagements.

Objective: It is the objective of the Western New Jersey Chapter of ASIS to conduct successful monthly luncheon meetings to provide a learning opportunity about relevant topics in the security field and to network with security professionals in an atmosphere void of overt sales pitches.

Process: The following represents **7 steps** in conducting a successful meeting

1. Survey

- Conduct a biannual (at a minimum) survey of topics to assess constituency's interests for monthly meetings.
- Gather the survey statistics and rank the topics from most important to least (see attachment)
- Announce survey results at the monthly meetings and on the chapter's website. The higher-ranking topics should receive priority when identifying a speaker for the chapter.
- Address issues by marrying speakers with topic through networking of constituency and contacts in the field.
- Announce topics and speakers at the beginning of the year (annual calendar of events) and make changes, as necessary.

2. Speakers Choice

Once a speaker has been chosen, ensure the following items:

- Topic (is clear, as discussed and void of company, product or service references)
- Flexibility to adjust to contemporary issues
- Topic is publicized to local newspapers and website(s) at least two weeks in advance
- Background of speaker and topic is communicated (for publicity and introduction purposes)
- Location of venue is clear (directions- helpful if they are on the website)
- Assistance (who else is coming)
- Hand-outs (usually pre-approved)

- Presentation (written or orally communicated)
- Projector (compatible with the speaker's laptop)
- Lunch (speaker knows it is ok to eat)
- Timing (start 30 minutes for networking, 30 minutes to eat, 15 minutes for ASIS business, 45 minutes to present/questions)
- Size of audience (estimated)
- Certificate of Appreciation (ASIS logo)
- Gift of appreciation from the chapter

3. Audience

Gauge audience size and assign an appropriate venue for monthly meetings.

4. Venue

Venue should address the following variables (Note: Monthly meetings don't necessarily need to be held at the same facility. A periodic site or facility visit makes for a great outing in a unique setting and can peak interest levels with attendees):

- Cost – Establish a student rate in addition to regular meeting fee
- Presenter's tools – Audio Visual equipment available
- Comfort
- Seating
- Ambiance
- Service
- Lighting
- Access Control
- Safety
- Food
- Bathrooms
- Convenience
- Location
- Chapter Banner with proper logo
- American Flag

5. ASIS Facilitation Issues:

- Pre-Registration (through website/email - done to provide a count to the conference center)
- Registration on site
- List of attendees
- Table to collect meeting fee or online credit card
- Personnel to collect meeting fee
- Change to collect fee
- Collection of email addresses
- Receipts to distribute to attendees
- Monitoring of money (Treasurer)
- Settlement of cash collected

- Payment to facility

6. Meeting Agenda

- Pre-meeting of Board members 1-week prior meeting to discuss committee findings and upcoming monthly meeting issues.
- Begin each meeting with the Pledge of Allegiance and salute the American flag, facilitated by the Chapter Chairperson
- Introduction of Chapter Leaders by the Chapter Chairperson
- Introduction of all attendees
- Inclusion of new members
- Discuss Chapter and ASIS International business
- Program Chairperson's introduction of speaker
- Concluding the presentation in a timely manner by thanking the speaker
- Providing a certificate of appreciation and and/or gift from the chapter, i.e. pen set, coffee cup, key chain

7. Growth Planning

- Factor in successful growth and expansion
- Include a day to recognize prior Chapter Chair personnel
- Discuss an All-Day Seminar to meet the needs of a growing chapter
- Fundraising opportunities, i.e. participation in local, community activities
- Law Enforcement Appreciation Day during monthly meeting
- Scholarship Award for aspiring students of Security Management during regular meeting
- Address CPP accreditation issues and the facilitation of credentials
- Take the summer months off for ensure a renewed interest in the Fall

Measurement of Success: Conducting a successful monthly luncheon meeting helps build the knowledge level of the members of the chapter in general and the networking capabilities of all attendees. The number of attendees for each monthly luncheon is one key measure of success but it isn't the only one. The creation of a relaxed, educational, interesting and network-driven atmosphere void of pressured sales opportunities will cascade to other chapters and have a positive reflection on the entire ASIS International organization.

Tools: Attached is a sample survey to gauge meeting attendee's interest level in security topics. Although the survey can be submitted anonymously, the column to the right requests contact information for speaker engagement, should attendees know of a subject matter expert. Also, ASIS International can help facilitate speakers, topics and issues surrounding conducting successful meetings. See <http://www.asisonline.org> for further details.

Attachment A
Member Survey

Topic

Rating 1-5 (1=low interest, 5=high) Contact Information:

1. Terrorism		
2. Information Security (INFOSEC)		
3. Crime Prevention		
4. Computer Security		
5. Disaster Recovery		
6. Drug Abuse Prevention		
7. Employee Theft		
8. Executive Protection		
9. Fire Prevention		
10. Security Force Management Operations		
11. Healthcare Security		
12. Investigations/Audit		
13. Law Enforcement Administration		
14. Legal Aspects of Security		
15. Loss Prevention		
16. Physical Security		
17. Access Control		
18. Safety		
19. Security/Sales		
20. Security/Criminal Justice Education		
21. Security Personnel/Human Resources		
22. School Security		
23. Mailroom/Bomb Threats		
24. Security Management		
25. Workplace Violence		
26. Travel Security		
27. Covert Surveillance		
28. Fraud		
29. ASIS Topics/ CPP Studies		
30. Digital Video		
31. Personnel Screening		
32. Airport Security		

Other topics/comments: