

EVENT MASTERY 2025: ENGAGE, INNOVATE, AND THRIVE



**GOLDEN STATE
CHAPTER**
CLUB MANAGEMENT
ASSOCIATION OF AMERICA



FOUR-PART WEBINAR SUMMIT

10:00 a.m. – 11:00 a.m.

REGISTER



LYNNE LAFOND DELUCA
Executive Director,
Association of Club
Catering & Event
Professionals (ACCP)

**Earn 4 CMI Credits
Upon Attendance of
All Sessions. If Any
Session is Missed, You
will Receive 1 Activity
Credit for Each Session
You Attend.**

SUMMIT FEE:

\$395

→ **PART 1**
January 17, 2025

**Maximizing Member
Engagement: Crafting
a Winning 2025 Event
Calendar**

Solidifying your member event calendar now reduces stress during the year! Set yourself up for success by understanding how to:

- Align your event calendar with the interests and preferences of your members
- Explore diverse event formats
- Select themes and topics that resonate with your members and address current trends
- Leverage feedback to shape your event calendar and increase attendance
- Use tools and technology to streamline event planning, promotion, and engagement tracking

→ **PART 2**
January 24, 2025

**New Year, New Events:
Discover 2025's Hottest
Trends**

As the event planning expert in your club, part of your job is to stay on top of fun and trendy event ideas! Not to worry, we got you... 2025 is brimming with ideas that will make you shine! We will cover it all:

- Food & Beverage
- Decor
- Entertainment
- Interactive Elements

→ **PART 3**
January 31, 2025

**From Burnout to Balance:
A Self-Care, Wellbeing
Blueprint for Event
Planners**

You take care of everything and everyone! What about you? During this webinar, we will discuss strategies for:

- Avoiding burnout
- Staying inspired and motivated
- Bringing your newfound joy and enthusiasm back into your work!

→ **PART 4**
February 14, 2025

**Collaborate and Thrive:
Strengthening Creative
Partner (Vendor)
Relationships for
Spectacular Events**

You cannot do it alone! This webinar will provide your clubs with actionable strategies to enhance your Creative Partner (vendor) relationships, leading to more successful and spectacular events, including:

- Building strong vendor partnerships
- Effective communication and setting expectations
- Choosing the right vendors
- Fostering trust and respect
- Leveraging vendor expertise
- Celebrating vendor successes