

PRESIDENTS PLAYBOOK

PROCESS PLAYBOOK | ACTION ACTIVATOR | LOGISTICS LOCATOR

This infographic is produced by the CPC Standards & Guidelines Committee to assist the Chapter President's achieve leverage, pave the path to success via collaboration & idea exchange.



01 BOARD TRANSITION

- Send your Chapter Board & Committee Member contact info to GBTA Manager of Volunteer Relations.
- Do you have a Chapter Committees list of responsibilities?
- Do you have a Tactical Strategy and duties to be executed by each committee?
- Do your Board & Committee members have access to the CPC site & Chapter Library? (One does not have to be a GBTA member to get this access.)
- Have everyone subscribed to receive the STAY INFORMED Newsletter (Send Manager of Volunteer Relations the request)
- Does your Board have access to the GBTA HUB? (Must be a GBTA member to receive access)
- Have you updated your email forwarders?
- Have you updated your BOD on Chapter Website?



02 TRAINING & MEETINGS

- STARCHAPTER: Assign Admin rights to the Board & Committee. Delete any members rolling off.
- Review Knowledgebase in Starchapter and assign training to respective committees.
- Conduct virtual meetings with Board/Committee members.
- Committee Chairs may host subcommittee meetings as needed.
- Training on how to access all of the chapter resources and documents.



03 BEST PRACTICES

- Create processes for business continuity.
- Drive membership by showcasing the value of the chapter. Use the "[Convince Your Boss Letter](#)" for GBTA Convention
- Conduct surveys & host focus groups with buyers & suppliers for future content planning.
- Nominate volunteers for recognition.
- Delegate responsibilities and create structure & expectations to ensure accountability.
- **INSURANCE: You should have optional Event insurance & mandatory D & O Liability Coverage?**



04 STANDARDS & GUIDELINES COMMITTEE

- Have you reviewed our presentation that explains our purpose?
- Please share any of the existing, usable documents, updated ByLaws, SOP's, playbooks, contracts & agreements, RFP's & best practices that you currently use so we can upload to Chapter Library. These items will be resources for Chapters looking to create their own version.
- Apart from chapter scholarship, communicate options for CPC & GBTA scholarships.



05 LINKS & RESOURCES

[CHAPTER PRESIDENTS' COUNCIL](#) (Need CPC Login)

[CHAPTER LIBRARY](#) (Need CPC Login to access)

[CHAPTER EVENT SUBMISSION FORM](#) (Will be visible on GBTA Calendar of events + Lead you to GTP RECERTIFICATION FORM)

[CPC PRESIDENTS & COMMITTEE FORUM](#) (Need CPC Login Only)

[THE GBTA HUB](#) (Engage in Forums - Need GBTA login)

[CPC SCHOLARSHIP](#)

[VOLUNTEER RECOGNITION NOMINATION](#)

[GBTA CHAPTER LOGOS, PPT & MARKETING STANDARDS](#)

[CHAPTER EXCHANGE](#)

CONTACT US:

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