

2020 VOLUNTEER INFORMATION

Communications Committee

Chairs: Erica Keagy (gppcma@comcast.net) and Bonnie Grant (Bonnie@discoverphl.com)

The Communications Committee is responsible for ensuring chapter news, activities, and important event information is communicated to members on a timely basis.

What We Do:

- Design and deliver a quarterly newsletter
- Develop chapter specific communications
- Plan and execute a social media strategy

How You Can Volunteer:

- Volunteer to write for the newsletter, or help with proofing and editing content
- Join the social media team and keep our Facebook and Twitter accounts active

Community Service

Chairs: Sharon Goodspeed (sgood265@gmail.com) and Jonathan Esten (JESTEN@sonesta.com)

What We Do:

The Community Service Committee builds the connection between the Chapter, its members, and the local community, through participation in service activities, donation drives, and fundraising efforts for Greater Philadelphia-based charities, non-profits, and community outreach organizations.

How You Can Volunteer:

- Volunteer to write articles for the newsletter
- Assist the committee in picking out charities to support
- Execute the community service events
- Help promote our committee within the chapter
- Participate in our events and be a “cheerleader” to greet those who attend and contribute to our mission

Education Committee

Chairs: Bob O’Connell (boconnell@ges.com), Kacie Corbett (kcorbett@cdlevents.com)

The Education Committee is responsible for planning and executing high-quality networking, social and educational events which create opportunities for the local industry partners and promote professional development.

What We Do:

- Develop educational content for chapter events
- Research and secure quality presenters
- Create and promote educational activities

How You Can Volunteer:

- Brainstorm relevant and timely topics for educational events
- Use your existing network to research and secure presenters
- Help with the execution of live events

Student Committee

Chair: Belinda Keota (Bharvey@pma.com)

The Student Committee exists to provide education and networking opportunities for students.

What We Do:

- Schedule informal networking opportunities
- Provide brown bag luncheon opportunities
- Manage three student chapters
- Award scholarships to students and emerging professionals

How You Can Volunteer:

- Help organize a networking opportunity or happy hour
- Visit a student chapter event
- Market our scholarship program

Membership Committee

Chairs: Sarah Feldman (sarah.feldman2@hilton.com), LaShanna Mackey (lashanna.mackey@aacr.org)

The Membership Committee facilitates continued growth of the chapter and ensures that members have an excellent experience so that they achieve maximum benefit from their membership.

What We Do:

- Foster a welcoming environment for all attendees at PCMA PHL events
- Recruit prospective members by phone calls, emails and social media
- Retain members by renewal programs

How You Can Volunteer:

- Become a PCMA PHL ambassador
- Mentor a new member
- Send welcome letters, birthday cards, and notes
- Recruit new members

Sponsorship Committee

Chairs: Donna Young (donna.youngx4@gmail.com), Robin Geary (rgeary@hmpglobal.com)

The Sponsorship Committee solicits support dollars for all chapter meetings and events scheduled throughout the year, as well as for the quarterly newsletter.

What We Do:

- Connect with potential sponsors
- Promote the organization to sponsors
- Maintain relationships with existing sponsors
- Build new relationships to assist in prospecting new supporters

How You Can Volunteer:

- Help find new sponsors
- Network with existing sponsors
- Promote the organization
- Refer names/emails of potential sponsors to committee chairs