

**Timeline for 2020 Leadership Summit**

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| **Date** | **Action** |
| January 2020 | * Develop Save-The-Date flyer for RVPs to use during Regional Meetings at Cap Con *(Brooke)* * Develop talking points for RVPs to use during monthly leadership calls and Regional Meetings at Cap Con *(Alycia)* |
| February 3, 2020 | * Review and finalize program budget *(RVPs)* * Finalize flyer and talking points *(RVPs)* |
| February 10, 2020 | * Teaser email to chapter boards “RLC changes…more to come at Cap Con” *(Brooke)* |
| February 23, 2020 | * Announce the program at the Leadership Forum and Regional Meetings *(RVPs)* * Save the date flyer to ABS * Create banner “ad” to be used on website and other emails |
| March 3, 2020 | * Survey chapter leaders “concerns/struggles” *(Brooke)* * All member “save the date” email from the RVPs with date, time, location & cost information. *(Brooke)* * Include in President’s Perspective *(Brooke)* * Add to NAHU website calendar *(Brooke)* * Make sure information is include with AC info online and in app *(Brooke)* * Find out when registration will open *(Brooke)* |
| April 6, 2020 | * Finalize preliminary agenda with workshop topics *(RVPs)* * Establish homework details & expectations *(RVPs)* * Save the Date in Newswire *(Brooke)* |
| April 8, 2020 | * Post in President’s Perspective with agenda, etc. *(Brooke)* * Update website, etc. *(Brooke)* |
| April 20, 2020 | * Email chapter leaders with additional information *(Brooke)* |
| May 4, 2020 | * Determine content for social media campaign *(RVPs)* * Review timeline, update as needed (*RVPs)* * Contest for free registration? |
| May 5, 2020 | * Start social media campaign (Instagram, FB, LinkedIn) *(Brooke)* |
| May 18, 2020 | * Chapter leader email from RVPs, “have you seen the posts” *(Brooke)* |
| June 1, 2020 | Review registration numbers  Finalize A/V needs  Finalize agenda |
| June 8, 2020 | Chapter leaders email “Don’t miss out” |
| June 15, 2020 | Chapter leaders email “Last chance” |
| June 27, 2020 | Leadership Summit |

RVPs to promote on regional calls, all chapter meetings/events and other one-on-one situation. This is ongoing every day and every month.