

# Member Engagement During & After Coronavirus

*and How to Minimize Private Event Revenue Loss*

presented by

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Thank you for joining us! My name is Shanna Bright and I'm the founder of Private Clubs Online.

My mission is to help you drive revenue and retain members through strategic member communication.

Shanna has spoken with several CMAA Chapters across the nation, and has presented at national conferences for CMAA, ACCP and PCMA. She presented "Happy Kids Make Future Members" at the 2020 CMAA World Conference and Club Business Expo. Shanna will return to the 2nd Annual CMAA Communication Summit in March and will present "Say Cheese! Capturing Quality Photos and Video of Member Events."





Lynne LaFond DeLuca is the Executive Director of the Association of Club Catering & Event Professionals, an association dedicated to the education and advancement of the Catering & Event Professionals in private clubs. The ACCP National Conference has earned acclaim as one of the most educational and inspirational conferences in the industry with surprises and impactful experiences at every turn.

She has worked in the private club industry for 28 years and loves helping clubs achieve financial success while providing a superior member experience through member and private events.

Named one of “The Most Influential Women in the Private Club Industry”

The ACCP has been named “Association of the Year”

2019 Gary Player Educator of the Year Award

2016 Gary Player Educator of the Year Award



# Member Engagement During & After Coronavirus

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# 9/11

# 2008



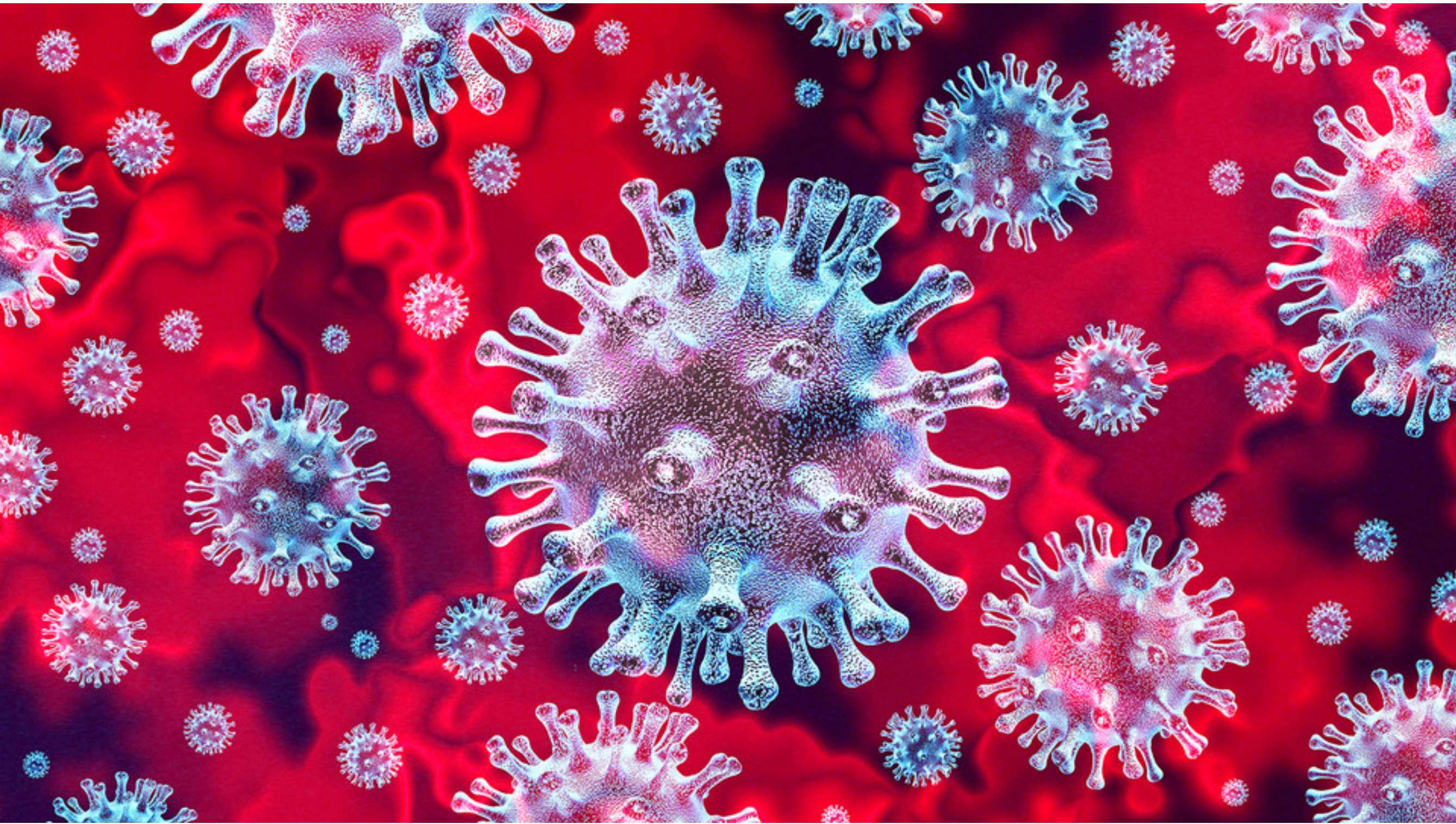
# Inspiration



Matthew McConaughey Video  
<https://youtu.be/0RdXUiodxqU>









# COVID-19 Resources

Many resources available to keep you up-to-date

Centers for Disease Control

World Health Organization

National Club Association

Club Management Association of America

Your CMAA Chapter

Your local city/county/state website and health organization

*Later today, we'll give you a handout which includes a thorough list of resources. And we'll include your links...*

*Have you found a helpful resource? Share it now in the question box.*



# General Guidelines

24 states have taken steps to close restaurants, bars, pubs, wineries, breweries, theaters, entertainment venues:

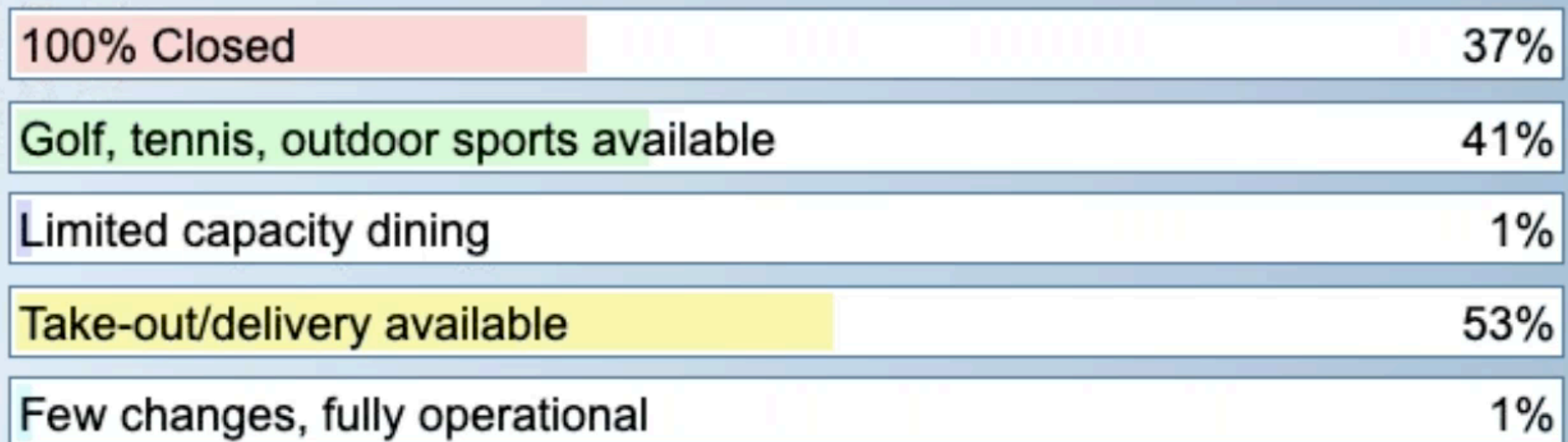
- 100% closed
- Lower seating capacity (50%)
- No dine-in services, take-out only
- Spacing of 6+ feet
- Gatherings of no more than 10 people
- Schools closed
- Work remotely
- Avoid discretionary travel
- Do not visit nursing or retirement homes, long-term care facilities or treatment centers (cancer)
- Practice good hygiene
- Create or revise a written Crisis/Emergency Plan for your club. Document everything you are doing chronologically with dates and times.



## QUICKPOLL

### What is the status of your club operations?

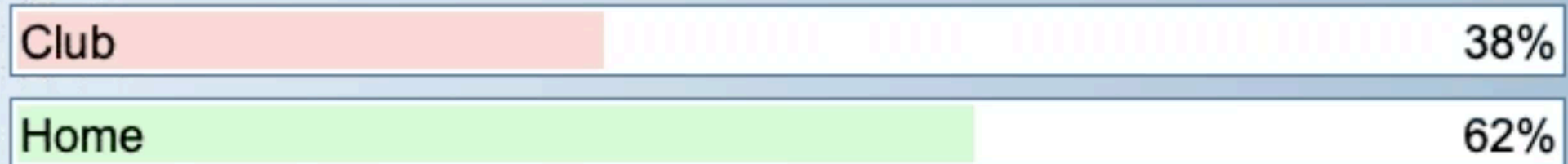
#### Poll Results:



## QUICKPOLL

### Where are you workign from?

#### Poll Results:

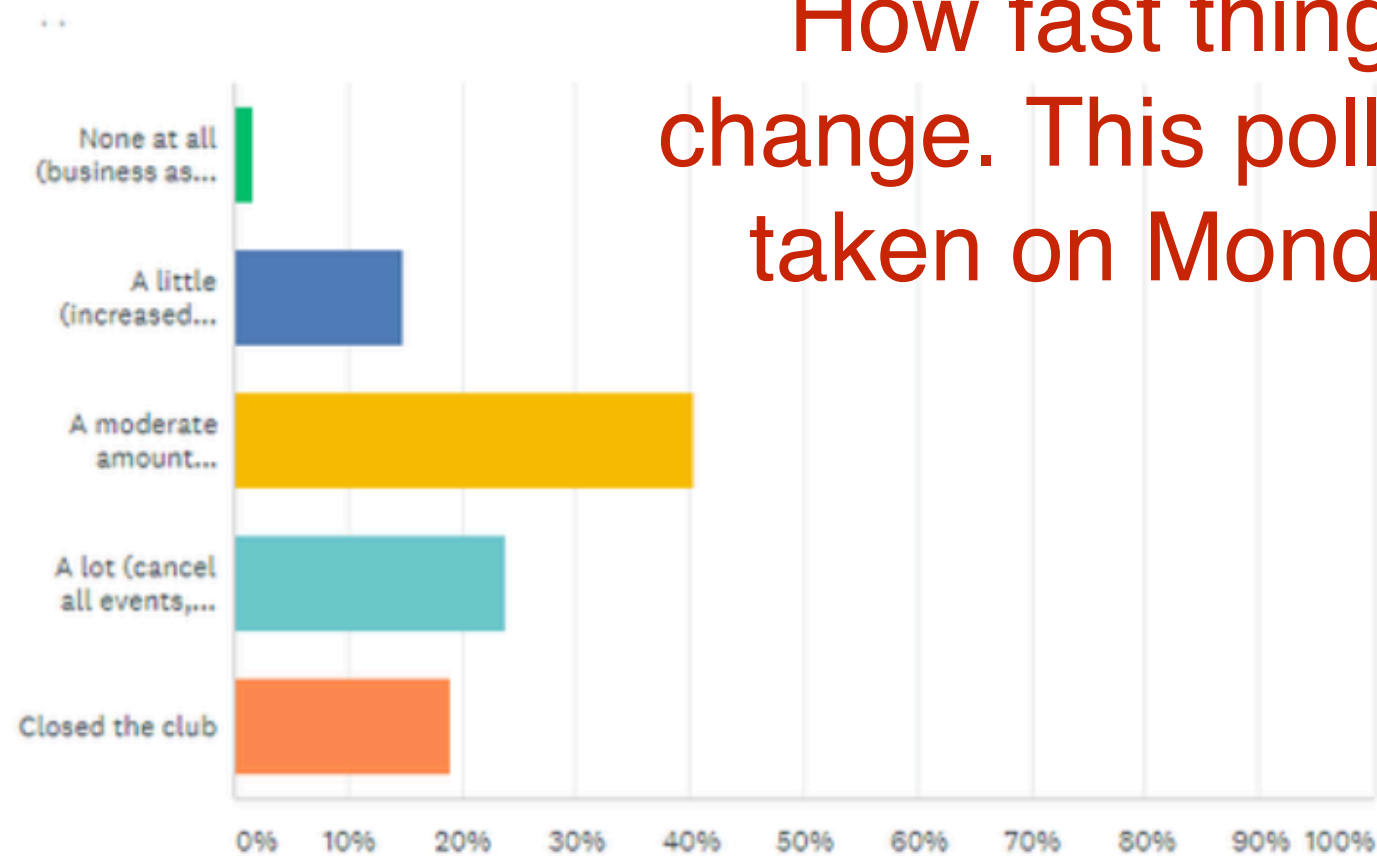




**National Club Assn** @NatlClubAssn · Mar 16

40% of clubs from our Coronavirus Town Hall have taken moderate action (sanitize club, cancel large events) to mitigate risk of COVID-19 at their clubs and roughly 20% have closed outright. Learn more as we update the Coronavirus Resource Center. [coronavirus.nationalclub.org](https://coronavirus.nationalclub.org)

What modifications have you made to your club and its programming in regard to COVID-19?



How fast things change. This poll was taken on Monday





# Role of the Club is Changing



# Role of the Club is Changing



ulcchicago • Follow



ulcchicago @chefponzio and his team have been assessing what to do with the perishable products we have in house due to the closure. We obviously do not want to throw things out, especially in this time of need, so we put together a plan to utilize everything on hand.

Items we could preserve are being pickled to make homemade giardiniera, pickles and sauerkraut. Others are being used for soups or frozen so they can be used in the future for pastries and smoothies.

The perishable products that can't be preserved like lettuce, spinach, cucumbers and some potatoes were donated to the @unionleague\_bgc today. We donated roughly 30 cases of



Liked by chefponzio and 150 others

4 HOURS AGO

Add a comment...

Post





# Communication



# Communication

- This is the time to over-communicate (frequency, not length)
- Plan daily updates now for the next few weeks
- Decide how you are going to communicate if staff/member is positive (it is likely to happen)
- Prepare your emails & social posts now, so they are ready to go.
- Use all digital channels of communication, avoid meetings in person
- Stay on pace with the information as it changes
- Share links with helpful information - Museums Offering Virtual Tours, Tips to Effectively Work from Home, Indoor Activities with Kids
- Use video to personalize the updates. In writing, it seems so depressing and “doom & gloom.”





# Communication



## Foods to keep your immune system **strong and resistant**

Try incorporating these delicious foods into your diet – whether it's adding them into a smoothie, pairing them with a handful of nuts for a complete snack, or tossing them into your salad for a flavorful bite.

### **#1 Guavas**

This fruit can come to a surprise simply because it's not a common fruit eaten on a daily basis.

However, guavas are number one on the list of foods highest in vitamin C!

This exotic fruit with a sweet and tangy flavor is loaded with 378 mg of vitamin C per cup. To put this into perspective....





# Communication



Champions Run Video  
<https://youtu.be/i0Sjfrqvbqs>



# Communication



- Have members send photos/messages of their quarantine activities and links to helpful articles to share with fellow members.
- Offer “office hours” and schedule Face Time sessions for live interactions.
- Put together a video of staff saying hello to members “We miss you!”



# Communication



Field Club of Omaha Video  
<https://youtu.be/j52l-Y3NpBA>





# Communication

In order to keep each other informed and share best practices of what you are doing in your clubs, please make sure you join the **Association of Club Catering & Event Professionals LinkedIn Group**, so we can share our ideas and solutions to these challenges.



# Communication



*Have you created an engaging piece of communication your members responded to positively?*

*Please share any links to helpful articles we can all share with our members.*





# Services



# Services

**Follow local, state, federal guidelines** to determine if you should be offering any services, even outdoor services like golf, tennis, swim. If your club is 100% closed, re-imagine how you can offer some levels of service to your members. For example:

- F&B: carry-out, delivery\*, curbside pickup
- Drop off meals on the porch with no live interaction and text the member to let them know that the delivery has arrived.
- Create a call list and have staff call elderly members (could expand to committee and board members, too. New members, super active members.)
- Offer to run errands for elderly members\*
- Check with purchasing agent or Chef if able to order basic supplies (toilet paper, wine/beer/spirits, short list of groceries)
- Check the revised guidelines by the ABC (Alcoholic Beverage Control) for your state. Can you now sell bottles of spirits to members as well as beer and wine?  
“Cocktails to go” in individual servings?



# Services

Be mindful that not everyone will support the club providing services as there is a strong movement supporting total shutdown to help stop the spread of the virus. You'll see popular hashtags such as:

#CancelEverything  
#SocialDistancingWorks  
#FlattenTheCurve

*All of you can save lives starting now. The actions you take starting today will save the lives of people you will never meet.*





# Services



thedanielislandclub • Following ...



**thedanielislandclub** Starting today, we will be offering curbside pickup and delivery (to members on Daniel Island) of our Grill Room menu during lunch and dinner while our dining outlets are closed to combat the COVID-19 outbreak. Give us a call to enjoy your club favorites in the comfort of your home! Please stay safe, and we hope to be operating normally soon!

3h



17 likes

3 HOURS AGO



Add a comment...

Post

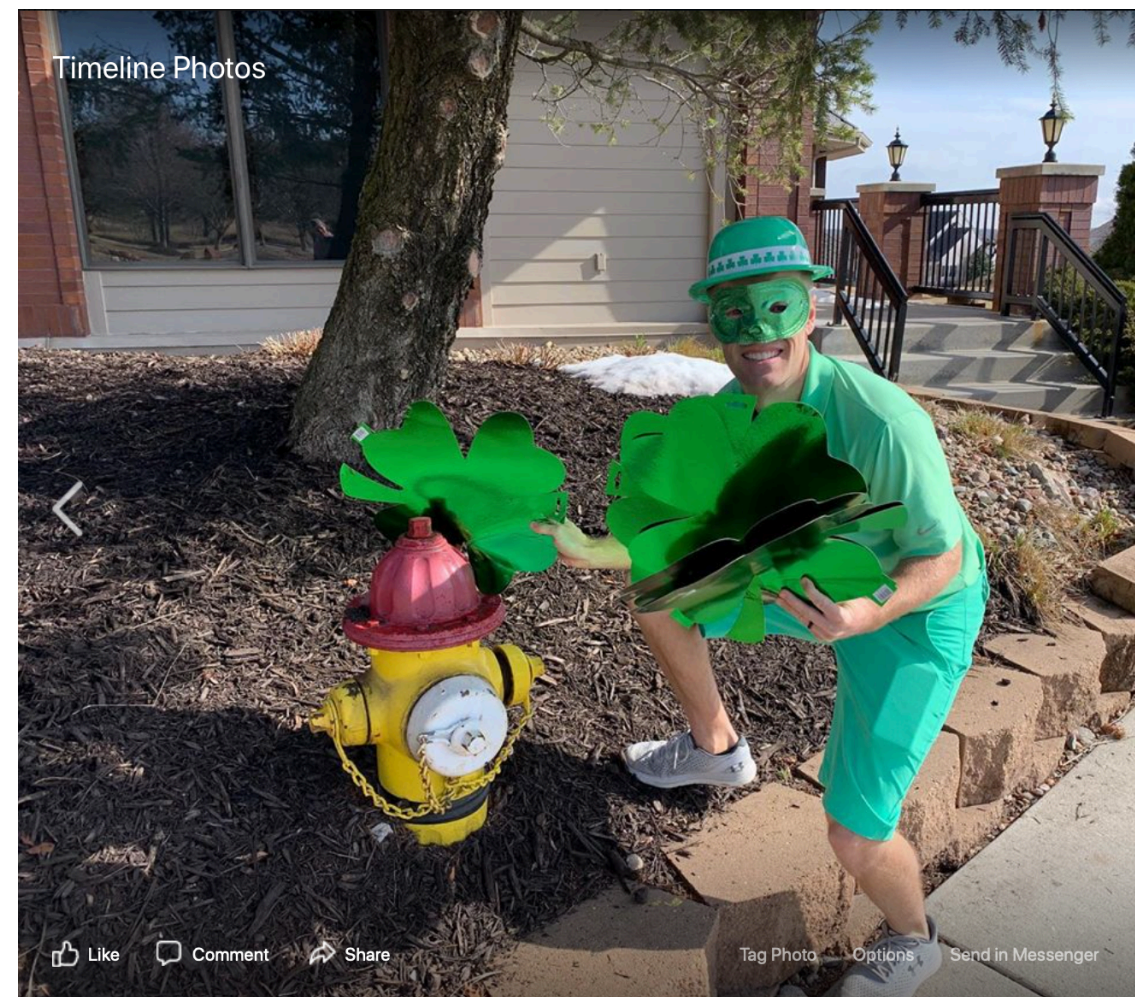
*What services are you able to offer at your club? Is there another service you are offering?*



# Member Events

Since all events are cancelled for the next few weeks, think of which events can be done virtually. You can offer pre-recorded video or live session via webinar or Facebook/Instagram Live or other streaming services.

- Any scheduled speakers can do a webinar
- Golf lessons (Have members set up their laptop in the backyard)
- Mixology lessons (We bet the parents could use a drink right now!)
- Cooking class (Fun for the whole family!)
- What can members do from their car?



# Member Events

- If Easter is “cancelled,” in April, there are no rules which say you can’t do it in July!
- This is a time to be creative and re-imagine your events. Plan for a welcome home party, plan out the events you currently have on the calendar. Plan the timeline of the event, what food will be served, the decor, the cost - everything - and be able to plot for any date which becomes available. Plan to have Easter or Mother’s Day, but for a different date or combined with a future event. Use this time to get strategic!
- Keep on the sunny side and find the opportunities and the positives. We have an opportunity to strategize, plan and get ready for what’s on the other side of this crisis. We have an opportunity to re-think our programs and operations. And we have an opportunity to be a comfort to our members in their time of need. Seize this opportunity!





# Member Events

- Start planning Member events...lots of them! When this is over, people are going to crave interaction and be more than eager to party, get out, go to dinner, celebrate, be together... So, now is the time to start planning every detail of your “Welcome Back” celebratory events and tournaments. Plan everything except the date. Decide on themes, choose linens, decide on entertainment, plan menus and beverages, create fun experiences, talk to your vendors and give them the “heads up”... as soon as this ban is lifted, you will have several “turn key” events ready to go that you can quickly pick a date for, call vendors and start taking reservations.
- Celebrate Member birthdays – deliver a store-bought cake or have a cake delivered from a local bakery; staff drives to member’s home in individual cars and has a parade of cars honking, singing, etc.




# Member Events





# Member Events

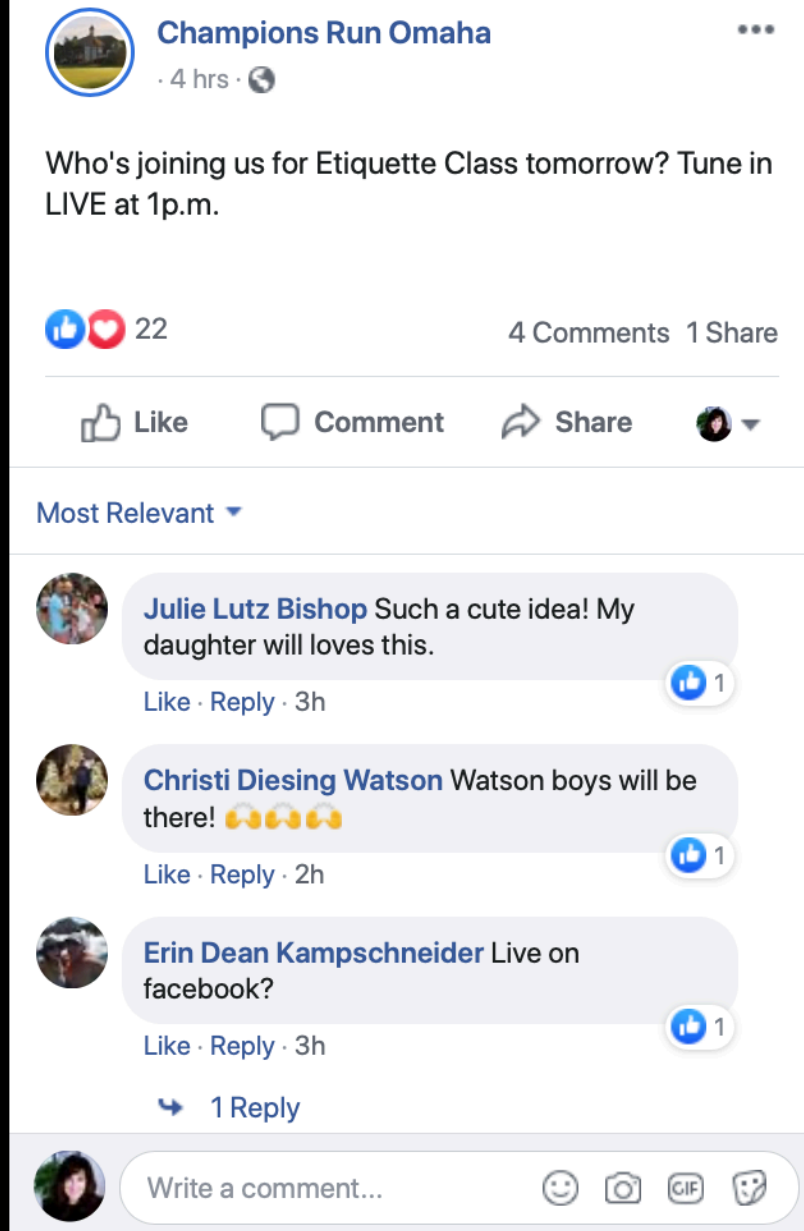


**Etiquette Class**  
with Allison Boyd

**LIVE ON FACEBOOK 1PM (THURSDAY MARCH 19TH)**  
Learn Table Manners, Setting a Table, Silverware, Napkin Etiquette, Greetings and Handshakes (air handshakes), Introductions, ending of a meal and MORE!

**Good TABLE Manners**

<http://facebook.com/Championsrunomaha>



**Champions Run Omaha** · 4 hrs ·

Who's joining us for Etiquette Class tomorrow? Tune in LIVE at 1p.m.

22 · 4 Comments · 1 Share

Like · Comment · Share

Most Relevant

**Julie Lutz Bishop** Such a cute idea! My daughter will loves this.  
Like · Reply · 3h

**Christi Diesing Watson** Watson boys will be there! 🙌🙌🙌  
Like · Reply · 2h

**Erin Dean Kampschneider** Live on facebook?  
Like · Reply · 3h

1 Reply

Write a comment...





# Member Events



# Member Events

*We have two Member Traditions on the horizon: Easter and Mother's Day. Let's brainstorm ideas on what we can do if our clubs are still closed or can only take limited seating.*

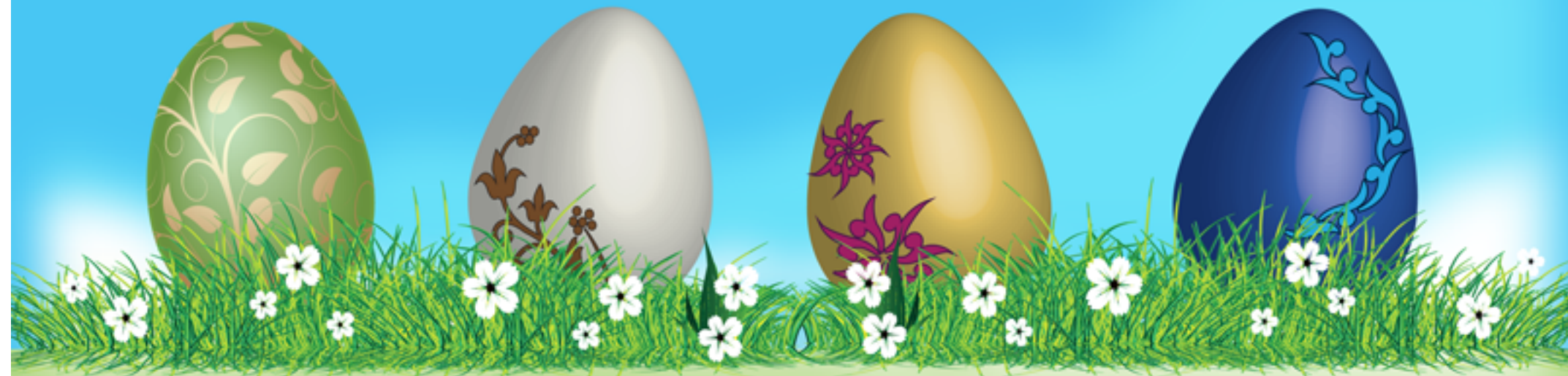




# Member Events

## Join Our Virtual Easter Egg Hunt!

**RULES:** 1) Go to the all-new IntracoastalRealty.com. 2) Find all four eggs based on the hints below and note the code next to each egg. 3) Click the "Submit the Codes" button next to the 4th egg and submit the codes via email. 4) Three randomly-selected winners will receive a FREE T-SHIRT. **BONUS:** click each egg to discover a tasty recipe!



**HINT:** This page contains information about a non-profit created to help local teachers and students.

**HINT:** This page launches our "Neighborhood Navigator", which provides detailed community reports.

**HINT:** This lifestyle page is centered around objects that look like small Easter eggs!

**HINT:** This page allows you to set up automatic email alerts for when new properties come on the market.

❁ ❁ ❁ ❁ ❁ **Have a Happy Easter!** ❁ ❁ ❁ ❁ ❁

Contest ends April 9th at 5 PM. Winners will be drawn and notified on Tuesday the 10th.





# Private Events





# Private Events



## Delicate Balance!

- Our flexibility and compassion will define our response and who we are. Every decision will impact the word of mouth marketing in the future. Members, event hosts and our Creative Partners/suppliers will remember who was gracious and who was not.
- We must also financially take care of ourselves and our clubs.

## How?

- Encourage a “book and postpone” attitude instead of cancellations – help save the events industry! Reschedule events to whatever timeframe the event host is comfortable with at the same time they are postponing to ensure available dates



# Private Events

- Revised Policies for cancellations/postponements
  - We need to keep our cashflow going!
  - Check your contracts for payment and cancellation terms
  - Create 2-3 incentives for event hosts to stick to their original payment schedule (HIGH value to them/LOW cost to you)
- Upsell upgraded packages (from their current package/menus at a discounted price)
- Help event hosts by educating about virtual events (note: links to this education is in the “Resources” section)
- #CommunityOverCompetition
  - Encourage philanthropic thinking by focusing on philanthropy – examples of canceled events still paying for and ordering the food to be donated to those who need it
- Keep a very accurate “Lost Business” report with estimated dollar amounts
- Control what you can control
  - Organize, clean, create/revise marketing plans...get ready







## The Best Photo Booth. Period.

Create amazing memories and hilarious photos with Scribble Wall. With a 7 foot tall screen, custom branding, digital sharing, and unlimited prints, Scribble Wall makes a big impression!



## Why Book Now?

- Save 10% for events any time this year!
- One less detail to worry about
- Security that your event date will be saved

Don't miss your chance to book the best in The Bay Area!  
Choose from our catalogue of services, including Scribble Wall, Caricature Booth, TimeCurve, and EZ Booth. Click below to book, or call us directly at 707-419-9993. Sale ends March 31st, 2020

# Private Events

More than ever, there is tremendous value in the relationships, the experience, and the resources we have access to.

- Virtual networking and brainstorming with your Creative Partners



# Private Event Resources

- Everything Virtual Events: *Love for Virtual Attendance at Events*
- Live Streaming: *The Mega Guide to Live Streaming Events*
- Virtual Reality: *The All-Inclusive Guide to Virtual Reality At Events*
- National Club Association Information - *What Clubs Need to Know*
- BizBash Tips
- Current CDC Guidelines on Events Over 50 People
- Advice from Wedding Pros on Cancellation Policies
- Event Marketing 2020 – Benchmark and Trends Report

*These links will be provided in the handout*





# Member Engagement During & After Coronavirus

## Takeaways

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# Private Clubs Online Programs



## Private Clubs Online Essential Membership

A membership which grows in value each month

- Anytime access to a growing library of educational and training videos.
- Handouts, and training materials
- Education applicable to all departments addressing retention, communication, member relations, F&B, and member programming.
- Attend live or catch the recording in the library.
- Access to the private Facebook Group for questions, discussions, and connections.
- Bonus conference calls, quick tips videos/webinars
- One membership serves one club, with no limit on the number of users.

## Member Communication Workshop - *Online*

April 14 & 16

9am - 1pm PST each day

Challenges & Best Practices  
Communication Strategy  
Content Planning  
Creating Engaging Content  
Effective Email Strategies  
Social Media Management

[www.privateclubsonline.com](http://www.privateclubsonline.com)





# ACCP 2020 National Conference

August 30 - September 1, 2020

The Fairmont Miramar Hotel  
Santa Monica, CA

Jonathan Club  
Los Angeles, CA

**Registration is Open!**

*Beachy Vibes Meets City Chic!*

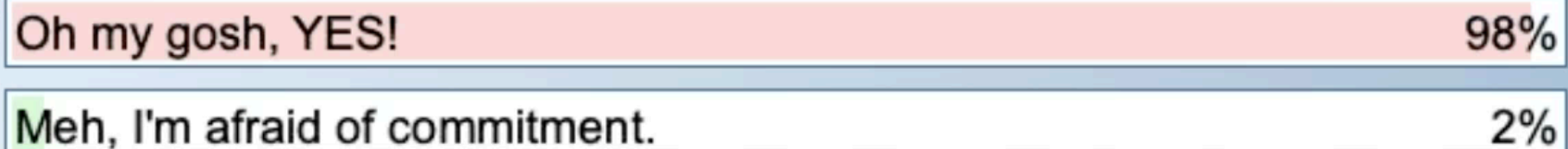




## QUICKPOLL

**If we were to do follow-up webinars weekly, would you participate?**

**Poll Results:**





# THANK YOU!!!

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Club Catering & Event Professionals  
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