

HOW TO GET THE MOST OUT OF YOUR ILEA AUSTIN MEMBERSHIP!

KNOW OUR VISION, CORE VALUES AND MISSION STATEMENT

Our vision expresses our place in the world. It captures our reason for being and defines our direction as an association.

WE ARE THE PRINCIPAL ASSOCIATION REPRESENTING THE CREATIVE EVENTS PROFESSIONAL, GLOBALLY

Our brand values are a set of principles that we believe in; that define who we are, what we do and how we do it. Our brand values also help us to craft what we say and how we say. Each of our values are communicated internally throughout the organization and carefully explained. We tell people what our values mean to them and how they can share them.

Our core values are:

CREATIVITY
INSPIRATION
TEAMWORK
EDUCATION
RELATIONSHIPS

The International Special Events Society provides members and stakeholders:

Collaborative networking
Education and professional development
Inspiration
Outward awareness and credibility

to ensure a thriving global creative events profession.

ATTEND ILEA AUSTIN EVENTS (!!!!!!!)

- Monthly Educational Meetings – 4th Tuesdays of most months – member rate @ \$35 (meal included!). Continue your education and grow as a member of the events community.
- Happy Hours – 2nd Monday of the month (typically) – always free! Often have food and drink specials!
- Power Lunches & Power hours – held 2-3 times per month; intimate discussions on hot topics; Follow ILEA Austin Facebook page for announcements of dates and topics. Free for members in most cases.
- Attend Regional ILEA events with other ILEA Austin members. You can attend any ILEA chapter meeting throughout the country at the member rate.
(ALL events are also posted in both Facebook Groups- see below under social media)

JOIN A COMMITTEE - *Be seen as an “expert” and get to know your fellow members!*

- Join one of our committees to get more involved. This will help introduce you to a wider variety of members more quickly.
 - Membership
 - Education & Programs
 - Communications
 - Student Membership
 - ILEA Austin Gives back

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DOWNLOAD THE MEMBERSHIP ROSTER & UPDATE YOUR PROFILE – *know your fellow members!*

- Download the membership roster
watch this How To You Tube Video! https://www.youtube.com/watch?v=M7ovBQXZ_F4&t=18s
- **UPDATE your profile and fill out your business description!** When people are looking for trusted service providers, they will pass right by you without this.
To update your membership profile, simply do the following:
Log into the [ILEA website](#) with your information
Upon successfully logging in, click "My Profile"
Select "Edit My Profile"
Review and update all fields with the correct information, including Years in the Industry, Gross Revenue and Number of Employees in the Professional Information section.

DONATE PRODUCTS OR SERVICES – *showcase your products and services!*

- By donating your products or services to an upcoming meeting during the year, you get:
 - exposure in the event community and on social media
 - eligibility for ASE (Austin Special Events) awards at the June Gala
 - professional photos to use to promote in social media and advertising

CONNECT WITH ILEA AUSTIN ON SOCIAL MEDIA – *help spread the ILEA Austin love!*

- Facebook – [ILEA Austin Public page](#) ; Instagram - [#ileaaustin #myilea](#); Twitter - [@ilea_austin](#) Get connected!
- **Members Only Facebook group** – friend Jennifer Guthrie on Facebook and ask to be added or go to our private page and request to join [ILEA Austin Private Group](#)
- Offer a “Members Only” discount to other ILEA Austin members and their referral
- tag, tag, tag your photos and mentions! **#EventProfs #MyILEA**

MEMBER SPOTLIGHT – *did you know our website gets 5,000-10,000 hits per month?*

- Provide the Communication or Membership VP with your bio, picture and logo for a spotlight
- Tell us when you get recognized! We’ll put it on Facebook, ILEA Blog, or the newsletter.

USE [ILEA Austin.com](#) TO HELP PROMOTE YOUR BUSINESS

- Write a blog article
 - Share a new product or service, advertise a position at your company, post an amazing photo, or look for a job!
- Subscribe to the ILEA AUSTIN calendar so you don’t miss an event! <http://ileaaustin.com/events/>

PROUDLY DISPLAY YOUR ILEA AUSTIN MEMBERSHIP

- Put the ILEA Austin logo on your business card & website – Let everyone know you are a member of ILEA

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GET NOMINATED FOR AWARDS

- The ILEA Austin ASE (Austin Special Event) Awards are awarded to donators of products or services to ILEA Austin during the year – show us whatcha got!!
- Texas Star Awards
- ILEA International Awards (Esprit) – <http://www.iseslive.com>

ATTEND INTERNATIONAL CONFERENCES & EARN SCHOLARSHIP OPPORTUNITIES

- Take advantage of all the great educational and networking opportunities out there
- Register for ILEA Live! each August and The Special Event (TSE) each January - <http://www.thespecialeventshow.com>
- 3 x 4 = 12 Challenge for scholarship eligibility

JOIN THE INTERNATIONAL ILEA COMMUNITY – go to ileahub.com to get started!

- Put your picture on and join ILEA Austin Rocks and other groups to connect.
- Post articles about what you are doing to share with the rest of ILEA on the community page
- Start a Discussion for a difficult question that you are posed – get more opinions!
 - And you can cross-post to one other group

EARN YOUR CSEP (Certified Special Event Professional) DESIGNATION:

<http://www.ileahub.com/csep/home>

Established in 1993, the Certified Special Events Professional (CSEP) designation recognizes event professionals who have successfully demonstrated the knowledge, skills and ability essential to perform all components of a special event. This program was developed to:

- Increase the proficiency of event professionals
- Elevate industry standards and practices
- Establish the level of knowledge and performance necessary for certification
- Promote the advancement of the special events industry
- Advance the careers of practitioners
- Acknowledge the high caliber work of CSEPs and the value of the products and services they provide

The CSEP continues a remarkable progression as world wide recognition of the special events industry continues to develop. Now more than ever before, professionals within the industry recognize the CSEP to be an influential designation for the education and the promotion of professional ethics and standards.

Being a recipient of the CSEP designation demonstrates a continuous dedication to enhance individual and professional performance. The CSEP designation offers a competitive advantage when soliciting business as either a special events industry supplier or planner. It represents proof of your professional market knowledge.

RECEIVE AFFINITY BENEFITS!

- Get discounts at FedEx, Kinkos, Alamo and Budget car/truck rentals, Turbo Tax, Quick Books , Adobe, Staples, and more! Check out <http://www.ileahub.com/ilea/member-benefits> for a full list!