***Roundtable Process***

1. Find a table with one of the following three topics:

**IAB Organizational Benefits Presentation**

Discussion Topics Include (but are not limited to):  Explaining benefits of ACCE involvement. Benefits of ACCE membership. How to discuss ACCE fundraising with Deans and Program Chairs who are protective of their IAB members’ funding support.

**Presentations to Associations**

Discussion Topics Include (but are not limited to): Giving a presentation to a regional or national academic association – discussing the advantages of accreditation. Giving a presentation to a regional or national professional trade association. Key messages for diverse audiences.

**Membership Recruiting**

Discussion Topics Include (but are not limited to): Explaining the benefits of Association support and involvement. How financial support benefits the association. What membership includes. Explaining the membership tiers.

1. Attendees should select which general topic area is of interest to them.
2. Each table shall elect a facilitator and scribe & one or more individuals to present.
3. The scribe reporting form will be distributed to each table.  − Use space below.

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| **IAB Planning Systems** |
| **Specific Topics Discussed:** |
| **Key Points of the Discussions:** |
| **Take Home Lesson (limited to one lesson):** |

1. SYNTHESIS:

* Each table will be given 2-3 minutes to concisely present their ONE “best” – can’t do without – ***MUST HAVE "take home lesson"***.

1. Please hand notes in when complete so that the Marketing Committee understands where assistance is needed.