

# results @ hand

## OVERVIEW

Congratulations! Your legwork has paid off. From an initial RFP to a handful of interviews and from multiple product demos to a final selection, the finish line is in sight. Once you've identified the mobile app that best meets the needs of your target audience, what's next? Who will serve as your mentor as you design, develop and implement your shiny, new mobile app? Enter: **The Meetings Coach**.



Aaron Wolowiec is founder and president of Event Garde, a Grand Rapids-based professional development consulting firm. Event Garde believes in dynamic, meaningful and compelling education and networking experiences rooted in quality instructional design and the latest learning research. Our clients manage leading trade associations and individual membership societies across the United States. As the premier source of expert advice and innovative solutions in strategic planning, instructional design and meeting management, Event Garde helps inspire attendee learning, engagement and community, while promoting superior business outcomes. Whereas most other mobile solutions are transactional, Aaron is here to serve as your personal, hands-on association advisor to assist in the creation of a tailor-made mobile app strategy unique to the needs of your organization.

With the purchase of a premium engagement app from Results at Hand, included are the following eight touch points (a \$1,500 value):



**1. Assessment (30 min.)** – Complete our Mobile App Readiness Assessment and then meet with Aaron to discuss your results.



**2. Interview (45 min.)** – During this interview, Aaron will meet with your organization's key stakeholders to determine your strategic goals and objectives for launching a mobile app.



**3. Onboarding (90 min.)** – The success of every project rests in the development of a comprehensive timeline with action items and completion dates. Additionally, Aaron will share with you key Results at Hand contacts, target dates and reference materials (e.g., articles, videos).



**4. Marketing (120 min.)** – During this phase we'll conduct a mini communication audit and develop a thoughtful marketing strategy to support the launch of your mobile app.



**5. ROL (90 min.)** – Return on learning is a derivative of ROI (return on investment) used to evaluate the efficiency of an organization's learning investments. We'll use this time to brainstorm key stakeholder metrics and associated app features, as well as the essential talking points.



**6. Mid-project touch point (30 min.)** – This call will be used to evaluate our successes to date and to institute any necessary corrective actions.



**7. Next steps touch point (30 min.)** – Near the end of the project, debrief achievements and identify opportunities for the future.



**8. Coaching (165 min.)** – The balance of our time is reserved for association-specific questions (e.g., evaluations, engagement). Together, we'll develop best practices, as well as custom process and procedure.

To take full advantage of these touch points, a minimum of four to eight weeks is necessary prior to app launch; nine months is preferred. Additional time (beyond 10 cumulative hours) is available at the rate of \$150/hour.

## ABOUT

Through teamwork, leadership and a quality focus, Aaron will:

Build the reputation of your education initiative and, in turn, add value and tangible deliverables to your recruitment and retention efforts.

Drive operational excellence by focusing on member/industry needs, empowering employees and optimizing existing engagement activities.

Exceed pre-established goals and objectives to secure key stakeholder buy-in, improved member/attendee satisfaction and a healthy bottom line.

You'll also have a partner who speaks your language, understands your unique challenges and adapts strategies that have proven successful in similar organizations. Aaron will focus on your people and the way you work. Your success is his only priority. For additional information, visit Event Garde online at:

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

## BIOGRAPHY

Michigan native Aaron Wolowiec is a talented and passionate learning strategist and meetings coach whose diverse achievements guide and propel association goals and initiatives, especially as they relate to professional development. Aaron has more than a decade of experience in the meetings industry, and has taught for three years at a Michigan college. As a speaker, author and user, he also has extensive mobile app expertise.

Aaron is a certified association executive, a certified meeting professional and a certified tourism ambassador, and has earned a master's degree in administration from Central Michigan University. An active member of ASAE, Aaron is a past chairman of the Young Association Executives Committee, a 2009-2011 Diversity Executive Leadership Program scholar and the current vice chairman of the Professional Development Section Council. At present, Aaron is participating in the Association for Talent Development's Master Instructional Designer Program with anticipated completion this fall.

Aaron's consulting firm is quickly gaining recognition for its creativity and leadership in the field of professional development. In the winter of 2013, Aaron was featured by Michigan Meetings + Events magazine as a "very important professional you need to know." He now serves on the magazine's editorial advisory board and writes a regular column for the magazine called "The Meetings Coach." In 2011, Aaron also received the prestigious Michigan Society of Association Executives' Emerging New Leader award and now serves as faculty for MSAE's Academy of Association Management and Certified Meeting Professional (CMP) Preparation Course.

When not working with clients Aaron enjoys cooking, running, blogging, old homes and unclehood, as well as tending to his puppy, Lillie. Likewise, Aaron maintains a popular association blog at [www.aaronwolowiec.com](http://www.aaronwolowiec.com), contributes to a variety of industry publications and mentors a number of emerging professionals.



For more information about Event Garde, subscribe to our monthly e-newsletter and like “Event Garde LLC” on Facebook. Additionally, Aaron may be reached by phone at (616) 710-1891 or by email at [aaron@eventgarde.com](mailto:aaron@eventgarde.com).

## RESEARCH



Event Garde is a leader in the field of meeting management. In December 2012, our firm released The Meetings Report. This 16-page research report represents the first-ever Michigan association meetings industry survey and key recommendations examining the characteristics of senior education/professional development staff, characteristics of association meetings, professional speaker hiring practices, industry speaker preparation and compensation, and meeting evaluation practices. The five key recommendations precipitating from this 65-question survey and follow-on analysis are not only instructive and actionable, but remarkably universal. In fact, when applied to any association’s annual education strategy, these simple but effective tactics can substantively redefine how success is measured. An initiative is underway to launch this survey nationally in 2015.