



355 Lexington Avenue
15th Floor
New York, NY 10017

www.nywici.org

Programming Committee Platform 2011-2012 Season

About Us

The Programming Committee develops and produces relevant, timely and engaging events for New York Women in Communications throughout each season. Programming events address both career development and industry trends, and connect women of all ages and backgrounds together. The Programming Committee designs events to reflect the rapidly changing world of communications and the professions within it, from public relations to production and all points in between. By nature, programming events represent the “face” of New York Women in Communications. As such, the activities of the Programming Committee are an integral part the organization and a major touch point for members and potential members.

Our Charge

The Programming Committee endeavors to develop, create and produce, strategic events that meet the needs of New York Women in Communications’ diverse membership. The committee strives to fashion events that speak to the many types of communicators. We also look to produce events that advance the conversation and examine trends and new ideas in the field of communications. The events we produce fall into a variety of branded categories that include: “One on One,” “Cocktails and Conversations” “Multi-Cultural” and “Digital Salons” which are members-only events focused on topics and trends in the digital space.

Leadership/Who’s Who

The Vice Presidents of the Programming Committee are Alysia Lew and Lauren Skowronski. They also serve on the Board of Directors for New York Women in Communications. You will find bios for Alysia and Lauren on www.nywici.org in the “About Us” section under “Board of Directors.”

Leadership of the Programming Committee is also made up of three Director-level positions. Together with the Vice Presidents of Programming, the Director of Event Operations, Director of Event Marketing and Secretary make up the Executive Team of the Programming Committee. The purpose of the Director-level positions is threefold: to help guide the Programming committee, further engage Committee members, and create an opportunity for more structured succession planning.

Committee Logistics

The Programming Committee meets in person on a monthly basis at the offices of Kellen & Company, usually the second Wednesday of each month from 8:30 am-9:30 am. In between meetings and on the run-up to programming events, the Committee also communicates by email and telephone. Increasingly, the Programming Committee may be a newly created Facebook page and other online applications to stay connected and execute on event planning.

Each Committee member will have the opportunity to work closely on a specific event or several events that she would like to help organize. Members will work in tandem with other members to help shape events, including speaker ideas, moderators, marketing and logistics. In addition to the major Committee events, there are also opportunities to serve on subcommittees, including the Digital Salon and Multi-Cultural subcommittees.

Goals for the 2011-2012 Season

The Programming Committee has several goals for the 2011-2012 season. Above all, we aim to produce great programming content that serves the needs of New York Women in Communications members. Additionally, the Programming Committee endeavors to:

- ~ Produce events that attract the attention of current members, potential members and key industry publications;
- ~ Fully integrate digital media into our programming, developing a continuing conversation of how digital affects communicators; and
- ~ Effectively cross-promote programming content across the spectrum of New York Women in Communications outlets, including but not limited to publications and newsletters, website, social media, Matrix Awards, etc.

What We're Looking for in Committee Members/What's In It for You:

We seek a variety volunteers to complete the fun and exciting work of the Programming Committee, including Liaisons, Event Marketers and Event Volunteers. Each volunteer type is described below:

Event Hosts - Individuals with a strong sense of relevant speakers available in the marketplace, and with the willingness to pitch these targets through appropriate channels. Event Hosts become the main point of contact with panelists and speakers, assisting them with preparation in advance of programming events. Day-of event, Event Hosts also work with panelists and speakers to handle any needs that arise.

Event Volunteers - Individuals who are on hand at event to support the Director of Event Operations by serving as panelist/guest greeters, liaisons for committee chairs and other critical logistical support, as needed. Members can volunteer at any of our events to help facilitate the event.

Committee Liaisons – Individuals will also have the opportunity to work collaboratively with other NYWICI committees by being a Programming Liaison. The Liaisons cross-functionally update other committees and ours on current committee items in order to ensure we are working in tandem to help achieve NYWICI goals.

Benefits of Serving on the Committee

There are myriad benefits to serving on a New York Women in Communications committee. Volunteering with the Programming Committee is no exception. Paramount among these benefits is the opportunity to connect and network with an amazing group of women whose expertise as communicators cuts across disciplines — from international journalism to digital media, television to public relations, and more. Our volunteer committee members work in a range of settings from nonprofits to Fortune 500 companies; many have also started their own companies.

In addition to working with an exceptional team of professionals, those who chose to accept the fun, dynamic challenge of volunteering with the Programming Committee are also able to:

- ~ Gain access to industry leaders and insiders, and exposure to industry trends;
- ~ Develop, create and produce exciting programming content and see it through from ideation and planning to day-of implementation;
- ~ Build a portfolio of skills and/or deepen experience in event planning, securing guests and promotional marketing; and
- ~ Expand their portfolio of skills to gain facility in new areas, areas that may be different from their everyday professional activities.

To join the Programming Committee, please contact programming@nywici.org. You may also contact the Programming Committee Vice Presidents directly as follows:

Alysia Lew
Vice President, Financial Communications
Madison Square Garden
alysia.lew@msg.com

Lauren Skowronski
Director, MSNBC Media Relations
MSNBC
lauren.skowronski@nbcuni.com