



LIASA PRO and Treasurer Workshop

Thursday 01 June 2017

- 11:00 – 12:00 Arrival and registration LIASA National Office
- 12:00 – 13:00 Lunch and networking
- 13:00 – 13:10 Introduction Annamarie Goosen
- 13:10 – 13:30 Welcome from the LIASA President Mandla Ntombela
- 13:30 – 13:40 The importance of Good Governance Nikki Crowster
- 13:40 – 14:30 Session 1: Round table discussions Nikki Crowster, Mandla Ntombela and LIASA EXCO
- The declining membership figures and disinterest from members
 - Recruitment and retention strategies
 - Good governance
- 14:30 – 15:30 Session 2: Parallel sessions for PROs and Treasurers
- Session 2a: PROs Senovia Welman, Nikki Crowster, Mandla Ntombela
- What is a PRO
 - What are the tasks of a PRO
 - Why is it important to have a PRO
 - Contribute to the PRO Job Description
- Session 2b: Treasurers Danie Malan, Annamarie Goosen
- What is a Treasurer
 - What are the tasks of a Treasurer
 - Why is it important to have a Treasurer
 - Contribute to the Treasurers Job Description
- 15:30 – 16:00 Tea and networking



16:00 – 18:30 Session 3: Parallel sessions for PROs and Treasurers

Session 3a: PROs

- Marketing, branding and the related policies
- Marketing tools
- Creating a marketing plan for your branch or interest group

Session 3b: Treasurers

- Preparing for the annual financial audit
- Recordkeeping

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09:00 – 11:00 Session 4: Parallel sessions for PROs and Treasurers

Session 4a: PROs

- Communication strategies
 - Surveys, polls
 - Social media
 - Mailing lists
- 10:00 – 11:00
- Creating a Newsletter – Part 1
- Recordkeeping

Session 4b: Treasurers

- Treasurers workbook
 - Invoicing
 - Invoice register
 - Credit notes
 - Cash and Petty cash

11:00 – 11:30 Tea and Networking – Copyright presentation



11:30 – 12:45 Session 5: Parallel sessions for PROs and Treasurers

Session 5a: PROs

- Creating a newsletter – Part 2

Session 5b: Treasurers

- VAT
- Financial reports at meetings

12:45 – 13:00 Closure and feedback

13:00 – 14:00 Lunch and networking

14:00 - 15:00 Departure