

CHAPTER CONGRESS

WESTIN DFW, DALLAS, TEXAS

MARCH 13 - 15, 2015

Friday, March 13th

8:00AM – 5:00PM	BOARD MEETING (Magnolia)
8:00AM – 11:50PM	AWARDS COMMITTEE MEETING (Closed Session) (Trinity 1-3)
12:00PM	REGISTRATION OPENS (Convention Registration)
12:00PM – 2:00PM	TECHNOLOGY MEETING (Closed Session) (Trinity 1-3)
3:00PM – 3:55PM	BREAKOUT SESSION (Trinity 1-3) USING SOCIAL, WEB, AND EMAIL TO IMPROVE MEMBERSHIP ENGAGEMENT Presented by: Jeff Cowan and Eric Ries Synopsis: Learn how a chapter restructured their technology platforms and content strategies across web, social, email, and events to improve member engagement.
4:00PM – 5:00PM	TREASURERS (Trinity 1-3)
6:00PM – 7:00PM	ANNUAL BMW CCA MEETING (Trinity 5-8)
7:00PM – 9:00PM	WELCOME RECEPTION AND DINNER (Trinity 1-4)

Saturday, March 14th

7:00AM	REGISTRATION OPENS
7:00AM – 8:30AM	CONTINENTAL BREAKFAST (Trinity 1-4)
8:35AM – 10:05AM	GENERAL SESSION: CHAPTER COMMUNICATIONS (Trinity 5-8)
10:05AM – 10:35AM	MORNING BREAK
10:35AM – 11:05AM	GENERAL SESSION: AWARDS COMMITTEE PROGRAM OVERVIEW (Trinity 5-8)
11:05AM – 12:00PM	GENERAL SESSION: STREET SURVIVAL/BMW CCA FOUNDATION (Trinity 5-8)
12:00PM – 1:00PM	LUNCHEON (Trinity 1-4)
1:00PM – 5:00PM	GENERAL SESSION: BMW CCA: THE NEXT 46 YEARS (Trinity 5-8)
6:00PM – 9:00PM	COCKTAIL RECEPTION AND DINNER (Trinity 1-4) AWARDS COMMITTEE PRESENTATION

Sunday, March 15th

7:30AM – 8:30AM	CONTINENTAL BREAKFAST (Trinity 1-4)
8:30AM – 12:00PM	REGIONAL BREAKOUTS NORTH ATLANTIC REGION (Trinity 5) NORTH CENTRAL REGION (Trinity 6) SOUTH ATLANTIC REGION (Trinity 7) SOUTH CENTRAL REGION (Trinity 8) PACIFIC REGION (Magnolia)
12:00PM	ADJOURNMENT

Banquet Meeting Space

