

IAMCP Inspire 2018

Booth Volunteer Guide

Thank you for agreeing to be an IAMCP Inspire booth volunteer! Your support is of the greatest importance to us as we continue to work proactively in our communities to drive powerful P2P connections and partnerships through IAMCP that drive mutual growth for our members' businesses.

In order to ensure we all gain maximum value from the time and effort you are contributing we've compiled a few suggestions, asks and ideas to help you during the conference.

If you have any questions at all please contact **Donna Hegdahl** (donna@transsynergy.com) or **Rimke Tijhof** (rimke.tijhof@iamcp.org) and thank you once again for your commitment to the growth of IAMCP.

1. One of the most valuable things to do as you meet and talk to IAMCP members is to collect evidence from them about the value they gain from being part of the community.

We are focusing a considerable amount of effort on collecting testimonials and quotes that can be used forward in our marketing efforts so whenever you have the opportunity please ask these five questions:

- **How did you first hear about IAMCP?**
- **Which Chapter are you part of and what was your first experience like?**
- **What is the key value gained by your business for being an IAMCP member? (If you only get one question this is it)!**
- **How would you articulate the value of IAMCP to future members?**

Please ask if they would be willing to write down a quote. Use a 'Quote Form' (attached) or available from IACMP booth and ask the person to complete and give to you. Please leave completed quotes in the IAMCP booth.

2. FTAs are one of our most thriving potential new member communities and we are very keen to support the FTA program as much as possible at Inspire for FTAs, for Microsoft and for IAMCP.

FTAs are identified by red lanyards, so as you meet FTAs throughout the conference, please extend the hand of friendship and ask how their experience is going and whether you can help them in any way.

If you do have any opportunity at all to talk to an FTA about IAMCP please be sure to ask where they are from and refer them to your local Chapter lead who can pick up a connection with an IAMCP community in their area.

3. There is an abundance of IAMCP events and activities running throughout Inspire (see event schedule), so please do take any opportunity you have to attend and promote these. We work hard every year to ensure IAMCP has a strong presence at Inspire but this only works well with community support from all of our volunteers and members, so please do attend and proactively contribute at as many IAMCP sessions and events as you can throughout the conference.
4. **We have IAMCP member blue ribbons.** Please give these out to existing members visiting the lounge and also new and renewing members signing up on-site. The IAMCP Int'l and US board of directors will have a special white ribbon marked "Board Member." This will help you recognize all the board members and ask questions if you ever need help inside or outside the IAMCP booth.

5. **We are running our Raffle to support the IAMCP STEM Scholarship Fund. Winners of the raffle will receive one of the following prizes:**

- **2019 Inspire full access passes,**
- **KdmConsulting Partner Assist program,**



- 2-1 Laptop Tablet,
- Xbox One,
- Amazon echo and more.

The raffle drawing will be held on **Tuesday July 17 at 5:30 pm inside the IAMCP booth.**

The IAMCP US, in partnership with Voices for Innovation, have launched a scholarship program designed to assist members and their families with a \$2500 scholarship to attend post-secondary school in a STEM-related field of study. This program is in response to the need for STEM-educated students to enter the workforce.

*"While there are over 500,000 computing jobs currently unfilled in the U.S., only 42,969 computer science students graduated from U.S. universities into the workforce last year. Between 2016 and 2020, the US projects there will be 960,000 job openings and, if current graduation patterns continue, only 344,000 graduates to fill them." * From Computer Science Education Coalition*

Here is the recommended approach/conversation flow for you to follow in your own style:

<Introduction> I'm _____ with International Association of Microsoft Channel Partners.

<Q1> Are you a member of IAMCP?

If YES - Great! What chapter do you belong to?

Ask how things are going at their chapter. If there are problems, tell them you are sorry to hear that and someone will follow up with them. Then take their name and contact info and pass to Donna Hegdahl to find the right follow-up response.

If NO

What do you know about The International Association of Microsoft Channel Partners?

- Association members are Microsoft Partners, Dynamics Partners, ISVs or Members of the Partner Network, but in order to gain the benefits of IAMCP you must JOIN the association. You are not automatically a member just by being a Microsoft certified partner.
- Our mission is to maximize the business potential of our members. We help our members **CONNECT** with other partners, **LEARN** how to leverage Microsoft marketing programs, and **GROW** your business.
- There are several thousand members in over 40 countries, including a growing Women in Technology segment that has grown from **15 to 60 Communities in the last 3 years.**

<Q2> Would you like to join today? Hand them a clipboard and application, or help them get started online under Join Us using a surface / laptop, or pass them to someone more experienced to answer more questions about joining by saying, "Let me introduce you to _____who can answer all your questions about joining IAMCP and help you complete an application right here!"

To help someone join, ask... Is your company a Microsoft Managed, or Unmanaged partner, Dynamics Partner etc.?

- What is your role with the company?
- How important is partnering to your organization?
- How would access to a trusted community of like-minded organizations benefit your business?

If they are eligible to join, hand them an application to complete. Walk them through the application so they know where to sign and which category to select. Applications will be passed to their local country to process the application. Each country will handle with their normal processing in their own currency, etc. For US, we want them to complete the credit card information. If they complete their credit card information assure them that we will protect their confidential information.

If they chose not to join or want to think about it, and you think they are a good prospect to join...scan their card into the system if you are in the booth and have a scanner, so that we may follow up with them after the show. If you do not have a scanner just capture contact information on the lead sheets provided. Everyone who visits the booth will get an email and the name will be passed to the local chapter.

Thank them for stopping to learn more about IAMCP. Point out both the International website www.iamcp.org and US website www.iamcp-us.org. We also have handouts with local chapter contacts and board contacts. It's a good idea to circle the names of people they may be interested in before handing it to them.

Please thank everyone for stopping to learn more about IAMCP and please invite them to come by and see the Awards Presentation.

6. Your role as a volunteer doesn't just begin and end at Inspire. We'd love to have you following **#IAMCP #IAMCPWIT #MSInspire** and help us to promote the value of Inspire and IAMCP through social media prior, during, and after the conference. Our social media squad led by Jeff Shuey of our Seattle Chapter, & Jon Rivers, MarCom Chair, has lots of content, so help us amplify IAMCP through your social channels.
7. In addition to seeking new IAMCP members, we are also looking for new Community leads to step forward. Our value as an organisation just grows and grows if we continue to spawn new Chapters that are vibrant and active, and we are always looking for people who have the desire and passion to launch and support new communities. **Please do search for people you think would be good Community leads and refer them to Donna Hegdahl (donna@transsynergy.com) who will pass the names on to the appropriate IAMCP contact** if they are interested in starting up a new Chapter in their region.
8. If you have volunteered for a specific event and have not been connected with the event owner already and are not clear on your role and expectations, please **contact Donna Hegdahl (donna@transsynergy.com)** who will direct you to the relevant IAMCP event owner.

Together we are driving profitable partnerships that support mutual growth for our members and any opportunity to help support that growth whilst you are at Inspire and your willingness to be an IAMCP volunteer is greatly appreciated.

Thank you!
