



Benefits of Serving on the FICP Board of Directors

Being elected by your peers to serve on the FICP Board of Directors is an honor and great responsibility. Before accepting a nomination, determine if you are fully committed by reading the "[Before You Say Yes](#)" document, and ensure that you have your employer's support. Also consider below what's in it for you and your employer:

Represent Your Company

1. **Position your company as an industry leader.**
Serving on the board positions your company as supporting the meetings and events industry and the work you do, develops its people to be leaders, and endorses their volunteer efforts for the good of the profession.
2. **Demonstrate your value to your company.**
As an industry, serving on the board presents a macro view of the insurance and financial sectors as well as the meeting planning profession – a view beyond your current perspective from within your company or that of a meeting planner. Previous FICP directors often mention that serving on the board helped them broaden their understanding of the business and improved their effectiveness within their company.

Grow Personally

3. **Expand your network.**
Opportunities abound to build your visibility within the profession. FICP directors meet new business contacts, deepen existing relationships and gain exposure to influential executives with whom they might not ordinarily have the opportunity to meet.
4. **Operate at an elite level.**
Work closely with the most respected professionals in the business. Working with colleagues that have similar roles and responsibilities in other companies will introduce you to different approaches to business challenges and opportunities. Be a thought leader. Exchange your viewpoints, perspectives and beliefs. Swap stories. Share tools and proven techniques that will improve your efficiency. Learning how other companies address similar situations will also benefit your employer.
5. **Gain credibility and respect from industry peers, company colleagues, suppliers and others.**
Become part of a distinguished group that is respected by your peers. Company colleagues will note that you rank among the top professionals in your field. Hospitality providers will notice your position and realize that you have your company's support.
6. **Serve as a voice to effect change.**
Be on the cutting edge of change and how change may impact the association and its members. Provide vehicles in which change can be presented to members. It forces you to "think differently" and to collaborate.
7. **Build your personal brand.**
Serving on the board will give you the exposure necessary to extend your personal brand and enhance your reputation. This visibility provides a platform to demonstrate what makes you unique: who you are, what you do and what separates you from others within the profession. Boost your public profile and set yourself apart from others within the business.

Grow Professionally

8. **Enhance your strengths and learn new skills.**
Gain exposure to other skills and disciplines that may not be offered in your current position.
 - *Collaboration.* Learn how to work more effectively in a group, build consensus, make decisions as a cohesive and diverse unit, and act in a manner that is accountable to the meetings community.
 - *Public speaking.* Hone your presentation skills, whether by leading a committee, making a recommendation to the board, or presenting an education session. Serving on the board will help you to organize your thoughts, sell ideas and make persuasive arguments.
 - *Finance.* As a fiduciary, you are responsible for how the association operates. Oversee important financial matters such as budgeting, financial statements and investment strategy.
 - *Strategic planning.* Anticipate the future and the broad outcomes the association will need to achieve. Be part of a continuous and dynamic organizational planning process from the highest organizational level.

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- *Marketing.* Share your event marketing expertise and learn about industry research practices – how new data and trends can impact event and business strategies.
- *Leadership.* Demonstrate and hone your leadership skills. As a volunteer and leader, serving on the board provides hands-on leadership training, both in practice and through formal education. Directors routinely attend board training sessions and leader forums to improve their effectiveness as leaders.

9. **Improve your communications effectiveness.**

Serving on the board will introduce you to different ways of communicating, whether in person, via teleconference, by email, or through social media. Working with various audiences, you will have opportunities to practice speaking, writing, listening and observing non-verbal communication.

10. **Build self-confidence and self-awareness.**

Directors whose terms are ending usually show more confidence and awareness compared to when they began their board tenure. Serving on the board will challenge you to learn about your values, beliefs, strengths and weaknesses. Most leave the board with improved executive presence.

Give Back

11. **Share your expertise and make a difference.**

Some people serve on boards for altruistic reasons – in other words, to give back to the profession in which they work. Sometimes the desire to serve comes from a passion to share knowledge and talents with others, and enable them to grow. At the highest level, board service offers a way to gain meaning in one's career – or at least a sense of personal pride and satisfaction. Ultimately, serving on the board provides the chance to make a difference to your profession and leave a legacy.

Serving on the FICP Board of Directors can be one of the most rewarding personal growth experiences of your life. Those who have served frequently say that they got more out of the experience than they contributed. The work is challenging, meaningful and highly rewarding.

Some Other Things to Consider

It's not always glamorous!

- Extra work and no pay.
- Travel and time away from work and family.
- You might be a target. People will come to you because you're on the board – whether to lodge a complaint or try to gain a favor.
- "It's not what I signed up for." There are risks and responsibilities to serving. The board is ultimately responsible to the members and the well-being of the association.

Estimated Time Commitment

- 3 board meetings and a retreat 11 days
- Attend the Annual Conference 4 days
- Periodic Board conference calls 1 day
- Committee Chair/calls 3 days
- Attend Education Forum (optional) 2 days

Instead of Compensation...

- *Annual Conference.* Complimentary registration, air travel, four nights sleeping rooms + tax and meals.
- *Education Forum.* Complimentary registration, air travel, two nights sleeping rooms + tax and meals.
- *Symposia (Fall).* Complimentary registration, air travel, two nights sleeping rooms + tax and meals. *This meeting is tied to the fall board meeting. Attendance at the Fall Symposium is optional for directors. Directors must register for Winter and/or Summer Symposia if they wish to attend those events.*