



# 2005 ISACA Global Leadership Conference

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# 2005 ISACA GI. Leadership Conf.



- April 22 – 24, 2005
- Las Vegas, NV
- ~ 200 ISACA Chapter representatives
- ~ 125 ISACA Chapters represented
- ~ 50 countries from around the globe represented
- Multiple courses / sessions over 2 ½ days



# 2005 ISACA GI. Leadership Conf.



- IT Governance Institute (ITGI) – strategy / promotion
- Chapter Board participation
- Chapter volunteers
- Chapter membership growth and retention
- Chapter public relations
- Chapter academic relations



# ITGI



- ISACA International President opening presentation
- ISACA / ITGI Strategy Map
- ITGI Strategic Objectives
- Breakout session on promotion of ITGI to CIOs
- How to get and maintain interest



# Board participation



- Understanding position duties
- Experienced Board members train new Board members
- Setting a foundation for future Chapter Boards



# Volunteers



- Challenges
- Why volunteer?
- Motivation
- Where do they come from?

# Membership



- Reciprocal marketing agreements / alliances
- CISAs / CISM's (and candidates) who are not members
- Social / atypical events
- Communications to new members



# Public Relations



- Ongoing activities for positive public image
- Why? - ...recognized as experts...
- What? - news releases, web site, white papers, etc.
- Where? - local IT publications, business journals, etc.
- When? - good story, local event, etc.



# Academic relations



- Presentation by Dr. Alan Lord
- Kentuckiana Chapter efforts





# Questions?

