

# Memorandum

**To:** Dr. Tom Payton  
The Officers and Board  
The North Texas society for Clinical Hypnosis

**From:** Carl

**Date:** September 28, 2008  
**Subject:** Considerations

**Tom:**

*Thanks for all the good, hard work in producing the excellent meetings and workshops in 2008.*

*I would like to offer some suggestions which may be of value to the organization. These considerations concern promotion of the organization, increasing membership/attendance, and program presentation.*

*The quality of the presenters and material needs no enhancement.*

*Several years ago I was able to put these principles to work as an officer of the Dallas Group Psychotherapy Association in a highly successful manner.*

## *Increasing Membership – Attendance – Communication*

*1. Establish a Communication Committee (phone bank of 3-4 persons). The Communication Committee has the task of calling every member personally prior to meetings and seminars. Three basic statement/questions are offered:*

*“We are having a meeting/seminar on Wednesday night at \_\_\_\_\_ featuring \_\_\_\_\_.”*

*“Will you come to the meeting?”*

*“Would you bring a colleague with you?”*

*2. Develop a computerized mailing list (segregating members and non-members). Harvest potential NTSCH members from other professional organizations who share mailing lists. The mailing list Application must have*

*multi-modal comm. formatting capability and must be updated and maintained by one person with PC skills.*

*3. Prior to each meeting/seminar the members and non-members are contacted/notified by: broadcast email, followed in time by broadcast fax, followed in time by snailmailing of an oversized Post Card.*

*4. An announcement type Newsletter would an ambitious project. Pre-constructed module types abound and many are free. Most of the work is in the initial setup; however, after that, it is basically a plug-in project. The entire Newsletter can be emailed in an HMTL format. One PC skilled and dedicated member is required.*

*Consequently, in the last weeks before the event, you have made contact with your potential attendees by a personal phone invitation (members), an email, a fax, and the U.S. mail. This method or a variation of it will increase attendance and membership. It is also a highly cost effective method.*

#### *Program and Presentation*

*The NTSCH President and/or officers address each meeting/seminar citing the benefits and cost effectiveness of membership. NTSCH officers wear distinctive name tags for easy identification. Members name tags are different from guest tags.*

*The primary postulate of a good meeting is that the person in the rear of the meeting room must be able to hear as clearly as the person on the front row (especially with hypnosis demonstrations). The responsibility for creating this condition is with the organization, not the presenter. Many prominent presenters are ignorant of "presence" features which are fundamental to success. Common sense dictates that the attendee experience is degraded if the presenter cannot be clearly heard.*

*The two main issues here concern aural attendance and vocal projection. It is helpful to coach the speaker prior to the beginning of the meeting/seminar. Audience hearing and vocal projection problems are cured by three methods:*

*Intentional adequate projection and volume by the speaker(an undependable method).*

*Creation of an amplified field or modest zone using portable public addressing equipment. This method is best for smaller meetings.*

*Utilization of portable public addressing equipment with two wireless microphones. This equipment cost several hundred dollars, but is effective and quite portable.*

*Finally, a recommendation for the Board and Officers. I propose that past Presidents and recent Officers receive certificates, suitable for framing, honoring their particular designations...President, board member, officer, etc. Professionals appreciate these kinds of approval, and it is a way of saying "thank you."*

*If any of these ideas are useful, good. If not, I enjoy the society now! If I can assist, please let me know.*

A handwritten signature in blue ink that reads "Carl". The signature is stylized with a large, looping 'C' and a small 'arl'.

Carl Ward