



December 12, 2024

FPA Board of Directors  
Financial Planning Association  
1290 Broadway, Suite 1625  
Denver, Colo. 80203

**Re: Post-Meeting Report of the OneFPA Advisory Council's November 14, 2024, Meeting**

Dear Colleagues,

The OneFPA Advisory Council Executive Committee ("ACEC") is pleased to provide this post-meeting report from the OneFPA Advisory Council's ("Council") **meeting on Thursday, November 14, 2024**. The meeting focused on the Association's long-term conferences strategy, specifically on the potential for a regionalized delivery of the conferences beginning in 2026. The Council was provided an overview of the conference strategy and its rationale, including rotating the three primary national FPA events around the country to bring a different experience to members and chapters every year for a three-year cycle.

Like previous meetings, the meeting featured breakout groups, with discussions and input collected on three questions prepared by FPA staff leading the conference strategy implementation. Those discussion questions were:

1. *How can the FPA national office plan and execute FPA national events without interfering with the events hosted by chapters?*
2. *If an FPA national event happened in a city within a 150-mile radius of your chapter, how would you expect the FPA national office to collaborate with your chapter? What does that look like to you?*
3. *How would you and your chapter want to collaborate with the FPA national office on FPA national events in your area?*

All input collected during the breakouts can be found in **Appendix A** at the end of this document.

**Discussion Themes**

Five key themes emerged from the discussions, including:

**1. Event Coordination and Scheduling**

- Align national events with chapter calendars to avoid conflicts.
- Early and transparent communication about event timing and location.
- Potential for collaboration or integration of chapter and national events to reduce competition.

## 2. Collaboration with Chapters

- Collaboration should include advanced planning (e.g., two to three years out).
- Respect for the unique needs of chapters based on size, resources, and membership demographics.
- Clear processes and roadmaps for collaboration.

## 3. Revenue Sharing and Sponsorships

- Revenue-sharing models can address chapters' financial concerns.
- Potential discounts for local sponsors to participate in larger national events.
- National events could complement, rather than compete with, local sponsorship opportunities.

## 4. Content and Promotion

- Chapters want input on event speakers and content to avoid overlap and ensure relevance.
- Event promotion should have a local/regional flavor.
- Involving local schools and future financial planners can boost engagement.

## 5. Communication and Guidebooks

- Effective and consistent communication is critical.
- Development of a guidebook or framework to align chapter and national event planning.

## Recommendations

Based on the Council's discussion, the ACEC is pleased to provide recommendations that FPA leaders and staff should consider when developing the operational plan for implementing chapter collaboration in FPA national event planning and execution.

- **Develop a National/Chapter Event Calendar:** Create a master calendar of all FPA and chapter events to clarify planned dates and locations at least two years in advance. This will allow FPA and chapters to explore opportunities for deeper collaboration, including joint events or regional integration.
- **Create a Collaboration Guidebook:** Develop clear guidelines on event planning, roles, responsibilities, and financial considerations, including revenue sharing. Include best practices for chapters to align their efforts with national events.
- **Implement a Revenue-Sharing Model:** Offer compensation to chapters based on member attendance and sponsorship contributions. Explore discounts or alternative opportunities for local sponsors at national events.
- **Involve Chapter Voices in Conference Planning:** Include representatives from chapters of all sizes in a three-year event planning cycle. Use the task force to identify local opportunities and address potential challenges.
- **Prioritize Local and Regional Engagement:** Incorporate local ideas and cultural elements into event planning and partner with local schools to engage students and future financial planners.
- **Enhance Communication:** Develop a clear process to initiate and sustain discussions between FPA and chapters related to conference planning and execution.
- **Involve Chapters in Content Selection:** Allow chapters to recommend speakers and topics to avoid duplication of local programs and events.

- **Focus on Marketing and Outreach:** Collaborate with chapters to market national events to nonmembers and local professionals. Use national events to attract broader audiences, including students and other groups.

This meeting concluded the Council's meeting schedule for 2024. The ACEC is working on finalizing the meeting schedule for 2025, which will include a kickoff meeting in conjunction with the FPA Chapter Leaders Conference on January 29, 2025, in Denver. As always, we invite the Board to propose topics relevant to the profession and important to the Association that the Council can explore next year.

Respectfully Submitted by the OneFPA Advisory Council Executive Committee on Behalf of the OneFPA Advisory Council,

Alan Robbins, CFP® (FPA of Greater St. Louis) — 2024 Chair  
Ginnie Baker, CFP® (FPA of Dallas/Fort Worth)  
James Loftin, CFP® (FPA of Georgia)  
Lance Eaton, CFP® (FPA of Illinois)  
Mychal Eagleson, CFP® FPA of Greater Indiana)  
Pattye Zeto (FPA of Ventura County)  
Daniel Yerger, CFP® (FPA NexGen)  
James Serrano, CFP® (FPA Diversity and Inclusion Committee)

Cc: FPA Professional Staff Leadership

## Appendix A

### **Question 1: How can the FPA national office plan and execute FPA national events without interfering with the events hosted by chapters?**

- National needs to look at chapters' calendars and communicate with them with notice far in advance. Based on the dates being considered, is collaboration possible?
- FPA should develop a mechanism to understand the times of year each chapter has its current events.
- Some think FPA shouldn't plan around chapter events but rather connect with chapters and collaborate at least two years out so competition can be avoided and chapters can plan to do the event in tandem with FPA's event if desired.
- If regional events are planned, plan them around chapter symposiums. Revenue sharing could be beneficial if chapters encourage members to attend a national event.
- For chapters hosting a spring or fall symposium, a national event could replace one or the other.
- Understanding the times of year that each chapter has its current events.
- Some chapters may prefer to fold into the national conference instead of trying to hold or move their own.
- Effective communication is key. When a potential event location is identified, FPA should promptly communicate with chapters. Consulting local chapter calendars is essential to avoid scheduling conflicts with major chapter-hosted events.
- FPA should create a guidebook to help local chapters understand what to expect and how to align their activities with national events.
- A clear revenue-sharing agreement can address potential resistance from chapters, particularly if a chapter's large-scale events are significant revenue sources. Consider compensating the local chapter based on the number of sponsors and/or members it brings to the event.

### **Question 2: If an FPA national event happened in a city within a 150-mile radius of your chapter, how would you expect the FPA national office to collaborate with your chapter? What does that look like to you?**

- Give advance notice of timing, ideas, and how to collaborate effectively.
- Be mindful of what chapter(s) you are collaborating with (chapters and regions are different).
- Chapters vary in membership size, so FPA must clearly understand the unique needs based on membership size.
- All sponsors want a booth at chapter conferences and symposia. How would a regionalized approach to FPA's conferences impact local chapter sponsorships? Could smaller regional sponsors be able to participate in the national event in a specific region? Could there be a revenue-sharing model?

- Try to provide discounted sponsorships to local sponsors for a national event. For example, if a Regional CPA firm sponsors a chapter event but cannot afford to sponsor a big national event, it would be a huge value-add for the partner if discounted pricing was available. Consider some preferred timing to be a sponsor or secure other opportunities at the event.
- Invite local ideas or cultural elements into the event planning. Very important to the local chapters.
- FPA must collaborate with and involve the local chapter(s) in event planning and execution. This can also inform the chapters about planning and executing local future events.
- Develop a process roadmap on how to collaborate so there are policies and procedures to follow to ensure fulfillment/execution. See the “Guidebook” idea from question 1.
- Communication is crucial; the national office should initiate discussions to determine if a partnership makes sense.
- Pricing is a key consideration, as local events are more affordable than national conferences.
- Collaboration could include partnering with local schools to encourage student engagement in the profession, offering special discounts or dedicated sections for local sponsors to leverage the larger audience, and ensuring clear guidelines for how chapter executives will be involved.
- While chapters expect the national office to lead the planning, transparency and defined roles will be essential for effective collaboration.

**Question 3: How would you and your chapter want to collaborate with the FPA national office on FPA national events in your area?**

- Some chapters would like input on speakers and content, especially considering who has spoken recently locally, so that overlap can be avoided.
- Have chapters promote the event by adding a local/regional feel to the promotions.
- Use this as an opportunity to highlight chapters (and local leaders) and the cool things they are doing.
- Work with chapters to explore how to get more nonmembers to attend the conference. How can we market to the professionals and other groups in our area? How can we market to the locals to attend?
- Make the nonmember conference registration rate painfully high to motivate people to become members.
- One chapter noted that people attend local CE events, so it's important to maintain that. However, it's also important to improve the quality of the CE over what the chapter can offer locally.
- On event enthusiasm, a small chapter noted that revenue sharing would be critical for collaboration. A large chapter said they don't want to cannibalize attendance, so they would attend FPA's event and skip their own.
- Could FPA survey the chapters well in advance to determine their appetite for a local event in two to three years?

- Create a task force that includes chapters for the three-year cycle of events. This will create learning for those chapters that will be impacted and better connect the national event(s) to the local/regional area.
- Be inclusive of future financial planners who are taking CFP® certification courses and are enrolled in Personal Finance Programs in the general vicinity of the conference.
- Collaboration should focus on leveraging FPA's resources to enhance event quality and impact. This includes organizing events with local schools to attract more students to the profession or potentially hosting one large event to engage multiple schools.
- Maintaining clear and consistent communication throughout the planning process is vital, as it has been identified as the most important factor in successful collaboration.