



CMAA '21
VIRTUAL
WORLD CONFERENCE
AND CLUB BUSINESS EXPO

Student Chapter Idea Fair

The 2021 Student Idea Fair will be held virtually in conjunction with the 2021 World Conference and Club Business Expo. Entries will be accepted online until Monday, February 15, 2021.

Submit Your Entry Online

Please fill out the online Idea Fair entry form by [clicking here](#). All entries will be housed in a Library in CMAA Connect and broken down by category.

Judging Criteria

- Creativity/clarity/content
- Transferability of idea/method to other student chapters
- Uniqueness of idea

Qualifications Criteria

- All entries must be submitted online.
- Upload one picture (.jpg or .jpeg format) that enhances or helps explain your idea. Please include the category you are entered and your student chapter name in the visual presentation. (This can be similar to what historically would have been your presentation board, however, we encourage more visuals and less text.)
- Images should be in portrait orientation (not landscape).
- Please include the category number and name on your visual presentation.

Categories and Examples:

1. Senior/Student Chapter Relations

Collaboration of senior and student chapters for the benefit of the chapter, events between the senior and student chapters, etc.

2. Student Chapter Outreach

Student chapter communications, weekly, monthly, quarterly newsletters, membership retention, chapter meetings/events, etc.

3. New Membership Programs

New membership orientation, recruitment techniques and plans, etc.

4. Collaboration with Other Chapters

Ideas that you have come up with and expanded on by collaborating with other Student Chapters

5. Crisis Management

COVID-19 or any other crisis that may have impacted your chapter

Participation in the 2021 Student Chapter Idea Fair does not necessarily merit an award ribbon. Entries are the responsibility of the CMAA member.

If you have any questions, please contact
Christina Krueger christina.krueger@cmma.org or 703-739-9500.