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Welcome to the IAPP KnowledgeNet Chapter Program

On behalf of the IAPP, thank you for volunteering your valuable time to help promote the privacy field in your community. KnowledgeNet Chapters bring local privacy professionals together through free educational meetings and networking activities. Chapters give members opportunities to meet peers in their local area, learn something new, and earn free continuing privacy education (CPE) credits.

Most successful KnowledgeNet Chapters are led by four co-chairs. Each chapter chair plays an integral part in planning and executing chapter meetings and activities.

Below are some resources to keep handy that will help you succeed in your two-year volunteer term:

- IAPP KnowledgeNet Chapter Chair Resources Page: your go-to online resource center
- Meeting Details Form: utilized when confirming any chapter activity with the IAPP
- Meeting Toolkit: a one-page guide to help you plan an educational meeting
- Networking Toolkit: a one-page guide to help you plan a networking activity

Navigating all the resources, information and questions may seem like a lot. The good news is we're here to help. Your assigned IAPP Staff Partner will be your main point of contact for all questions that come up during your term. Below, you'll also find a list of key contacts on the IAPP engagement team. In addition to your staff partner, you may email knowledgenet@iapp.org.

IAPP Staff Partners:

Meghan Bullis, Member Engagement Coordinator, mbullis@iapp.org
Nils Fussen, European Operations Executive, nfunnen@iapp.org
Adriana Goff, Member Engagement Coordinator, agoff@iapp.org
Regyn Lawry, Member Engagement Coordinator, rlawry@iapp.org
Tomás A. Levy Barros, European Operations Executive, tlevybarros@iapp.org

ABOUT KNOWLEDGENET CHAPTERS

As the IAPP grows, so does our KnowledgeNet Chapter Program. Make sure to regularly check our website for the most up-to-date list of chapters. The KnowledgeNet Chapter Program is worldwide and currently active throughout these locations: Africa, Asia-Pacific, Canada, Europe, Latin America and United States.

CHAIR ROLES & EXPECTATIONS

KnowledgeNet Chapter Chairs are EXPECTED to:

1. Organize quarterly educational meetings for local members featuring a relevant topic and engaging presentation or discussion.
2. Organize at least two casual networking activities for local members and guests.
   - Coordinate with a Young Privacy Professional if there is one in your area.
3. Secure a knowledgeable speaker or diverse panel.
4. Work with local organizations to donate meeting space.
5. Guide new co-chairs and engage with other chapter volunteers and members.
6. Be advocates for the IAPP in their local chapter.

KnowledgeNet Chapter Chairs are REQUIRED to:

1. Serve a two-year term.
2. Attend chapter meetings and actively contribute to planning.
3. Promote their local chapter activities through social media and personal networks.
4. Promote the privacy profession by ensuring their chapter’s meetings and activities meet member needs.
Welcome to the IAPP KnowledgeNet Chapter Program

CHAIR CODE OF CONDUCT

KnowledgeNet Chapter Chair Participation Guidelines:

To ensure the best possible experience for you, our members, and the IAPP staff, we have established some guidelines for participation.

Be respectful of your co-chairs and IAPP staff.

- Work as a team with fellow volunteers.
- Trust the IAPP’s judgement and decision making.
- Be patient with your staff partner’s response time.

Be respectful to all members and guests attending KnowledgeNet Chapter events.

Remember who you are representing.

- You are not an agent or employee of the IAPP and cannot act on IAPP’s behalf or enter into any binding agreements. While in your role as a chapter chair, your decisions, actions, and opinions speak about you as an IAPP volunteer, and not simply as a member or privacy professional.
- During your two-year term as a chapter chair, you are required to opt-in to the online IAPP Member Directory and provide a headshot and email address for the KnowledgeNet Chapter Chair page. Your contact information will be available to IAPP members only.

The IAPP is non-lobbying.

- We do not have an agenda. Neither should you. KnowledgeNet Chapter events are designed to create neutral, comfortable spaces for privacy professionals to connect and learn.

Know what’s expected of you.

- You are expected to follow the roles, expectations, and event planning instructions set out in this chair manual.
- You are required to communicate with your co-chairs and staff partner. If you are experiencing difficulties, we want to help.
- If other commitments prohibit you from fulfilling these requirements, or your staff partner has not heard from you in more than three months, the IAPP can re-evaluate your position and replace you with a volunteer who can meet expectations.

Please note: Your role as a volunteer can be revoked at any time by IAPP staff if you fail to comply with these guidelines.
Welcome to the IAPP KnowledgeNet Chapter Program

IAPP RESPONSIBILITIES
IAPP staff supports KnowledgeNet Chapters by creating and sending meeting invitations, setting up online registration, and working with co-chairs to ensure all necessary materials, gifts for guest speakers, and sign-in sheets are provided before the meeting. After the meeting, the IAPP communicates with all attendees to thank them for their participation and offer an opportunity to complete an evaluation survey. Survey results are shared with all co-chairs.

In addition to direct meeting support, the IAPP is responsible for:

1. Acting as your primary resource for chapter ideas and solutions.
2. Selecting and onboarding new co-chairs and other chapter volunteers.
3. Sharing host and speaker offers.
4. Sharing annual IAPP Conference schedule.
5. Coordinating onsite chapter chair gatherings at most IAPP Conferences.

If you need additional information or support, the IAPP can assist by:

1. Sending surveys to all local members to get planning ideas for future chapter meetings.
2. Sending emails to members asking for host and speaker offers.
3. Sharing historical information about their chapter regarding attendance, topics, locations, etc.
Planning an Educational Chapter Meeting

All chapter activities will be planned by local volunteer chairs and coordinated with the IAPP. Meeting attendance is free, and space must be donated. Meetings are not sponsored by hosts and only IAPP branding will be used on communications. Chairs will work together and with their IAPP Staff Partner for each activity. Please review sections below on selecting a location, date, speaker(s) and topic, and sharing information with the IAPP.

SELECTING A DATE AND TIME

- Chairs work with each other, the local host and speaker(s) to decide a date and time for the meeting that works for everyone.
- Meetings are generally 1.5 to 2 hours total in length. Please allow time for registration before and questions after the presentation.
- Avoid scheduling on local and national holidays and IAPP conferences or events.

SELECTING A LOCATION

- Reach out to local companies, law firms, educational facilities or other local venues that might be willing to donate meeting space (the "host location"). The IAPP requests that chairs rotate locations for each meeting among different companies in the area.
- All meetings are to be held in person at a host venue and not made available as a recording or accessible via teleconference. If you have questions, please reach out to your IAPP Staff Partner.
- Space has to be big enough to hold average number of attendees for your chapter. Check with your IAPP Staff Partner.
- Chairs will work with host location staff to work out meeting logistics and planning details (see IAPP KnowledgeNet Host Tips).
- Generally, we feature only one speaker per organization, per meeting. Please note if there is only one speaker, they cannot be from the host venue. This guideline helps promote diversity in both your meeting content and presentation perspectives.
- Ensure host is able to accommodate participants with disabilities.
- Chairs may request breakfast/lunch/refreshments from local host, but it is not a requirement.

INFORMATION & TIPS FOR HOST VENUE

Please discuss the following information with the host venue and co-chairs prior to the meeting. Potential meeting hosts can learn more on our website here.

VENUE AND LOGISTICS

- Provide directions and parking or public transit information, if applicable.
- For early morning meetings, try to have building and conference areas open and ready for attendees arriving a few minutes early.
- Consider room size and capacity for expected number of attendees.
- Be prepared for no-shows. If ordering food and beverage, please consult with IAPP KnowledgeNet co-chairs on average attendance rates to expect.
- If providing own nametags, make sure name and company are legible.
- Test video, audio, and all other technologies in advance of the meeting.
- Co-chairs will be present to assist, but extra host staff may be required the day of the meeting to help direct attendees.

METEERING SETUP AND ORGANIZATION

- Have a microphone available for big rooms, with a lot of attendees, or with soft-spoken speakers. Also consider a microphone for the audience to use when they ask questions.
- Work with co-chairs on the seating arrangement and placement of speakers in the room for optimal hearing and viewing.
- As space allows, and if appropriate for the topic, consider round tables over classroom to encourage group discussion.
- Have water available.

If Providing Food or Refreshments (not required)

1. Consider offering a vegetarian option.
2. If providing a meal like breakfast or lunch, have a comfortable space for attendees to sit and eat.
Planning an Educational Chapter Meeting

SELECTING SPEAKER(S) AND TOPIC

- Find and confirm a local speaker or panel of speakers and select a topic. Speakers are not reimbursed for any expenses but will receive recognition at the meeting and a small gift of gratitude from the IAPP.
- Check with the host venue to ensure the desired date is available. Ask speaker(s) about microphone preferences in advance and see if the venue can accommodate.
- If your meeting features a single presenter, that speaker cannot be from the host venue. Additionally, if your meeting features a panel with multiple speakers, each presenter should represent different areas of expertise.
- Each meeting should discuss a different relevant topic. Chairs should prepare questions in advance to help facilitate conversation on the day of the meeting.
- If using a PowerPoint presentation, remind speakers to ensure all slides are legible and ask if they would be willing to share the slides with attendees post meeting.
- **Important:** KnowledgeNet attendees have told us through their feedback that they are looking for practical, authentic content. Meetings should not promote products or services.

INFORMATION AND TIPS FOR SPEAKERS

Please discuss the following information with speakers and co-chairs prior to the meeting. Potential speakers can learn more on our website here.

**Preparation**

- Create handouts and tools for your audience (case studies, reference materials, checklists, compliance guides, etc.). Copies of materials can also be emailed to attendees after the meeting.
- Prepare practical, take-away information that your audience can easily implement in their organizations.
- Use PowerPoint cautiously. Avoid text-heavy slides. Place the important information at the top. Otherwise, it may not be as visible to audience in the back of the room (see IAPP PowerPoint Template).
- Include a conclusion slide (three to five points) leaving a strong impression of your presentation and contact information.

**Delivery and Presentation**

- Know your audience. Ask questions at the beginning of your session to gauge how advanced your audience is. Provide detail on a topic, not just a general overview.
- Give an exciting delivery — be creative. Believe in your message.
- Make your session interactive. Engage your audience by generating a conversation or posing a question back to them.
- Break out into smaller focus groups to discuss particular applications and solutions.
- Meetings should not be viewed as an opportunity to promote products or services. The best way to sell yourself is by offering good content and engaging the audience.
- Make sure to allow time for Q&A, either in the middle or at the end. Repeat questions aloud so all audience members can hear.

Don’t forget about networking!

1. **If there is an opportunity, ask attendees to introduce themselves to the group.**
2. **Ask everyone as a group to answer questions.**
   - Is this your first time at a KnowledgeNet Chapter meeting?
   - What has been your favorite discussion so far?
3. **Speed Networking:**
   - Facilitate opportunity for attendees to network casually with a partner.
   - Ask a specific question and give attendees a few minutes to answer the question with their partner. Then have attendees switch partners and talk to someone different.
4. **Roundtable discussions:**
   - Pick a topic, pick a seat and discuss a topic of your choice with your peers.
5. **Industry discussions:**
   - Have attendees list their industry or select from a few topics to add to their name badge.
Planning an Educational Chapter Meeting

SHARING MEETING INFORMATION WITH IAPP

- Chairs must fill out the [KnowledgeNet Chapter Activity Details Form](#) and send it to IAPP staff four to six weeks in advance. This allows time for your event to be promoted and for attendees to mark their calendars.
- IAPP staff will draft an invitation within three days of receiving details and send via email to local members approximately four to six weeks in advance. Details will also be posted on the IAPP website, social media pages and in our publications.
- Chairs are also encouraged to promote activities through social media and personal networks. See [Social Media Guide](#).
- The IAPP invitation may be forwarded to non-members. Due to formatting concerns, we suggest forwarding as an attachment.
- IAPP staff will handle all RSVPs, waiting list requests, meeting reminders and follow-up communications.
- Approximately one week prior to the gathering, IAPP staff will mail meeting materials as requested on the [Meeting Details Form](#).
- Two days before the meeting, IAPP staff will send out a reminder email to all registered.
- The day before the meeting, IAPP staff will send the final registration numbers and sign-in sheets to the chairs.

DAY OF THE MEETING

See [Meeting Day Checklist](#) to ensure everything is covered.

1. Chairs should arrive early to get familiar with meeting space, set up registration, meet speakers and help host venue prepare for the meeting.
2. Chairs or other chapter volunteers must greet attendees and remind all participants to sign in using IAPP sign-in sheets. CPE credit is awarded based on sign-in sheets and chairs are also required to sign in to receive CPE credit.
3. Chairs will open the meeting, thank the venue host (and offer the host an opportunity to welcome the attendees if requested), introduce the speaker(s) or open the meeting for discussion.
4. Chairs should help facilitate networking by making introductions and welcoming new members.
5. Sign-in sheets must be collected and returned immediately (electronically) to the IAPP after the meeting.

POST MEETING

1. IAPP staff will send a follow-up email to all who attended acknowledging the local chairs, venue host, speaker(s), and moderators, and give opportunity to provide feedback and volunteer with the chapter through a survey.
2. Sign-in sheets are due two weeks after each meeting. Surveys and CPE credits are contingent on your sign-in sheet submission.
3. If speakers wish to share their presentation materials, a copy can be distributed through the follow-up email.
4. IAPP staff will share evaluations and feedback with chairs approximately three weeks after the meeting.
Planning a Networking Activity

All chapter activities will be planned by local volunteer chairs and coordinated with the IAPP. Networking activities allow local members to gather in a more casual setting. These casual gatherings, such as Coffee Chats and Happy Hours, can be held before or after work, generally at a restaurant or bar. There is no educational component as they are meant for networking and socializing with local IAPP members. CPE credit will not be awarded. If your chapter has a Young Privacy Professional (YPP) they will take the lead on planning networking activities. If you do not have a YPP then chairs are responsible for planning networking activities in addition to the educational meetings. Please review steps below on setting up a networking activity.

SELECTING A DATE, TIME AND LOCATION

- Choose a fun location such as a restaurant or bar and reserve a space. There should be no cost associated with the space or admission charges.
- Ask about “happy hour” specials for a reserved group for after work gatherings.
- Choose a date and decide on a time of day that would be best for local members.

SHARING ACTIVITY INFORMATION WITH IAPP

- Complete your KnowledgeNet Chapter Activity Details Form and submit to the IAPP at least four weeks in advance.
- IAPP staff will draft an invitation and send via email to local members approximately four to six weeks in advance. Details will also be posted on the IAPP website, social media pages and in our publications.
- Chairs are also encouraged to promote activities through social media and personal networks. See Social Media Guide.
- Non-members who may be interested in privacy or the IAPP are welcome to attend. They must register through the IAPP.
- IAPP staff will mail meeting materials as requested on the networking activity details form.
- Two days before the meeting, IAPP staff will send out a reminder email to all registered and will share final registration list with chairs one day before.
OTHER CHAPTER VOLUNTEERS

As the IAPP grows, we will be offering more volunteer opportunities to engage our members and assist KnowledgeNet Chapters. If you use volunteers outside of host staff, please let us know so we can be sure to thank them. Examples may include: registration check in, greeter, table facilitator, etc.

YOUNG PRIVACY PROFESSIONAL

Young Privacy Professionals work with their local KnowledgeNet Chapter co-chairs to plan networking activities for members. One or two YPPs are accepted per chapter and will serve a one-year term. YPPs should be an IAPP member for at least six months and have attended at least one chapter meeting. Applications are received through the IAPP website during the Call for Volunteers and the new Young Privacy Professional will be introduced to the local chairs.

Young Privacy Professionals are **EXPECTED** to:

1. **Organize at least two networking activities per year.**
   - YPP needs to confirm dates with the local chairs and make sure there are no conflicts with other meetings before planning a networking activity. Non-members that may be interested in privacy or the IAPP are welcome to attend. Attendees are responsible for their own expenses and no CPE credits are awarded.

2. **Assist local KnowledgeNet Chapter chairs as needed.**
   - If an early career development meeting is scheduled for a chapter meeting, chairs are encouraged to reach out to their YPP and ask for insight.

PHOTOGRAPHY/VIDEO

Photos may be taken in public areas of event with attendees' permission. We may use such media in marketing materials, educational products and publications. Your image and the sound of your voice may be recorded on audio or video tape. If you are identified during the recording, or identify yourself by name, that information may be included in our materials. Recordings may be edited, copied, exhibited, published or distributed.

PRESS

Members of the press are welcome to attend chapter activities. Let participants in the room know they are present. Please forward any coverage (articles, videos, etc.) to the IAPP, if possible. KnowledgeNet Chapter chairs should refrain from speaking on behalf of the IAPP.
**GUESTS AND NON-MEMBERS**

Guests and non-members are allowed to attend one meeting as space allows. If you are the chair of a newly established chapter, please ask for clarification on this general rule. The IAPP will only send invitations to IAPP members, but chairs are welcome to forward invitations to their networks. We still ask that everyone register through the RSVP link on the invitations and IAPP website.

**MEMBER DIRECTORY**

During your two-year term as a KnowledgeNet Chapter chair, you are required to opt-in to the online IAPP Member Directory and provide a headshot and email address for the KnowledgeNet Chapter page. Your contact information will be available to IAPP members only. To opt-in to the directory, login to MyIAPP and edit your profile under Member Directory Preferences.

**INDUSTRY EVENTS**

Other local events may be shared through our Industry Events page if they meet criteria and may be eligible to earn CPE credit. The IAPP does not share outside event information through the KnowledgeNet Chapter program. Information can also be shared through Social Media outlets.
FAQs

HOW DO CHAIRS KNOW WHO THEIR IAPP STAFF PARTNER IS?
Your IAPP Staff Partner should be reaching out to you regularly. If they are not, please email knowledgenet@iapp.org to get connected.

TROUBLE FINDING A SPEAKER OR DONATED MEETING SPACE?
Your IAPP Staff Partner can help. Let them know what you're looking for.

DOES IAPP PROVIDE FUNDING FOR A VENUE, SPEAKERS, OR FOOD/BEVERAGE?
No, the IAPP does not provide any monetary assistance. Our KnowledgeNet Chapter program has a unique structure (considered a grassroots program,) in that we encourage our chairs to enlist an entrepreneurial spirit to help find local collaborators to donate space and volunteer their time to speak.

IS IT OK IF SOMEONE WANTS TO HOST THE KNOWLEDGENET CHAPTER MEETING AND ALSO PARTICIPATE AS A SPEAKER?
Yes, but you must have another speaker (in addition to the host speaker) that works at another organization. If your meeting features a single speaker, that speaker cannot be from the host venue. Additionally, if your meeting features a panel with multiple speakers, each presenter should represent different areas of expertise. This is to encourage content and panel diversity.

IF A COMPANY DONATES SPACE, WHAT DO THEY RECEIVE IN RETURN?
They are recognized in event invitations and on the event registration page. Chairs are also encouraged to thank hosts in person at the event.

IS THERE A WAY TO GAUGE THE AUDIENCE IN A CHAPTER’S AREA?
Yes! The IAPP can send out a chapter survey on the chairs’ behalf to help them better understand the member audience and topics of interest in their area.

HOW ARE INVITATIONS RECEIVED?
Invitations are only sent to IAPP members who have opted-in to KnowledgeNet Updates in the Subscription Center. If you are still having trouble, check out this Email FAQ page or email knowledgenet@iapp.org.

CAN NON-MEMBERS ATTEND KNOWLEDGENET CHAPTER MEETINGS?
Guests and non-members can attend one meeting as space allows. They must create a free IAPP account and register through the IAPP.

CAN NON-MEMBERS ATTEND A KNOWLEDGENET HAPPY HOUR OR COFFEE CHAT NETWORKING ACTIVITY?
Yes! These informal networking events are open to both members and non-members. Attendees are not eligible for CPE credit.

MY PACKAGES ARE GETTING STUCK IN CUSTOMS. IS THERE A WAY TO AVOID THIS?
We are currently researching ways to better provide you with your meeting items in a timely manner. We apologize for the inconvenience and appreciate your patience while we find the best solution.

CAN THE IAPP HELP BOOST EVENT REGISTRATION?
Yes! We will send out a second invitation one week before the meeting date and promote chapter meetings through the IAPP website, social media and publications. Chairs are welcome to forward the IAPP meeting invitation to their networks.
WHEN WILL CHAIRS RECEIVE ATTENDEE LISTS?
The IAPP will send the final sign-in sheets, which include the names and organizations of all registered attendees, the day before the event. You may ask your staff partner for an update at any time.

WHEN DO ATTENDEES RECEIVE CPE CREDIT?
CPEs are awarded two weeks after the meeting date. For this reason, it is important to send along the sign-in sheets as soon as possible. Certified attendees will receive one credit per hour of educational content. Certified speakers will receive three credits per hour of content.

DO CHAIRS RECEIVE EXTRA CPE CREDIT?
Yes! Certified KnowledgeNet Chapter chairs receive three CPE credits at the end of each year of their two-year term.

ARE CHAIRS PERMITTED TO ADVERTISE THEIR EVENT ELSEWHERE?
Yes, but please do not include a separate registration link. All registrations for your meeting must come through the IAPP. You are welcome to share our registration link on social media or LinkedIn.

IS THERE A WAY TO SHARE PRESENTATION MATERIALS POST-MEETING?
Yes, contact your IAPP staff partner to help you distribute presentation materials post-meeting.

WHAT IS THE BEST WAY TO MAKE SURE ATTENDEES CAN VALIDATE THEIR PARKING WITHIN LARGE CITIES?
The IAPP can provide certificates of attendance post-meeting. We suggest that employees use this to provide their employer with proof of continuing education, and to warrant the validation of the fee.

DO CHAIRS RECEIVE CONFERENCE OR CERTIFICATION DISCOUNTS?
Currently, no. We are researching if this would be a possibility in the future and we encourage all members to take advantage of early bird pricing offers for conferences.

IS THERE A PLACE FOR CHAPTERS TO CONNECT?
We encourage all chapters to create their own LinkedIn groups to help connect locally. These groups are 100 percent volunteer-driven and are not moderated or managed by IAPP staff. Their creation is at the discretion of the chairs. Please contact your staff partner for more guidance.