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IFMA Boston's engagement committee launch pop up events

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Boston, MA IFMA Boston's engagement committee, which is charged with the recruitment and retaining of IFMA Boston members has launched a new series of pop up member events. These events take place around the area at local establishments for an informal gathering of members and their nonmember guests. The chapter announces the new location and time one week prior to all members and encourages them to pop in for a drink after work. The first round is on IFMA Boston. The initial goal was to capture 8-10 members in their own neighborhoods, especially the FMs that have a hard time committing to a commute and length of time to attend one of our traditional

monthly programs. However, the events have been so much more popular they have garnered 20-40 attendees at each pop up.

The inaugural pop up was at Red Lantern in the Back Bay in March just prior to the FMForward conference. The next one in April was held in Downtown Crossing at Yvonne's and last week, to celebrate summer, the group popped up at the Hotel Envoy's rooftop.

The Engagement Committee chaired by Sandra Gucciardi of STV|DPM and Colby Fillippelli of JLL@Dunkin' Brands has received so much positive feedback from the attendees. It's been an amazing way for our new members to test the waters with a smaller crowd and a shorter commitment window. We've also seen a lot of repeat attendees proving a successful concept.

The next pop up will occur in the western suburbs in preparation for World Workplace—so members, keep your eyes out to see where we pop up next!

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