

CIF DISCOVERY CALL QUESTIONS

Updated as of 6/7/24

Tell us about yourself, your business, and your role in your local wedding community.

Have you ever served on an association board before?

How did you first hear about WIPA?

Have you ever attended a WIPA Chapter meeting or event?

Why do you think your local market needs a WIPA Chapter?

What geographic area do you see encompassing your potential chapter?

Describe your local market when it comes to weddings:

- What makes this market unique?
- Is there an interest in education?
- Are there existing industry associations?
- How much support for this initiative do you expect?
- Do you know others who would join your steering committee?

Do you foresee yourself as the future leader of this chapter? If not, who will be?

Next Steps To Share on a Discovery Call:

1. Sign up for the WIPA newsletter | <https://bit.ly/WIPANews>
2. Become a member | www.WIPA.org/Become-A-Member
3. Attend a WIPA meeting and/or town hall
4. Start recruiting a steering committee of 8-10 interested, accountable people
5. Have them sign up for the newsletter
6. Create a prospect list of potential WIPA members in a shareable document