

Strategy To Launch a NextGen Program



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Introduction

- Purpose
 - The purpose of this presentation is to outline the strategy on how to launch a NextGen program
 - A 10 point strategy has been developed based on the collective experiences and lessons learned from leaders and past chairs of the Global NextGen program
- Desired outcomes
 - To enable chapters without a NextGen committee or those contemplating a start up to accelerate development of their program and encourage the leveraging of resources, infrastructure and best practices for the benefit of all
- Complimentary supporting resources
 - [NextGen FAQ page](#) - level set on the NextGen basics and enable chapters to more easily connect the dots with TMA Global and the Global NextGen committee (first release dated May 13, 2013)
 - [NextGen Playbook](#) - key resource to educate and enable chapters to leverage existing best practice resources (target release June 2013)
 - [NextGen central repository](#) – best practices, templates, checklists to bring efficiency and structure to the program. Examples: NextGen strategy documents, pre and post event financial models, event planning checklist, monthly committee call agendas and minutes, sample event flyers, marketing and communications templates

Recap On The NextGen Basics

- What is NextGen?
 - Program designed for professionals involved in turnaround management, corporate restructuring and distressed investing in the early stages of their career who are looking for leadership, networking and educational opportunities tailored to the needs of their demographic
- Overarching strategic goal
 - *“To be the no.1 program globally for young professionals involved in turnaround management, corporate restructuring and distressed investing”*
- What is the NextGen Mission Statement?
 - *“To selectively provide high quality, high impact, and cost-effective networking and education opportunities that will enhance the TMA and NextGen brands, and attract and retain new members from target segments”*
- What are the NextGen target segments?
 - Attorneys, Financial Advisors, Restructuring and M&A Consultants, Service Providers (*well represented*)
 - Investment Bankers, Distressed Debt Investors / Traders, PE Firms, Hedge Funds, Lenders / Corporate Bankers, Workout professionals (*under-represented / growth segments*)
 - Also, people interested in learning about or joining any of these target segments

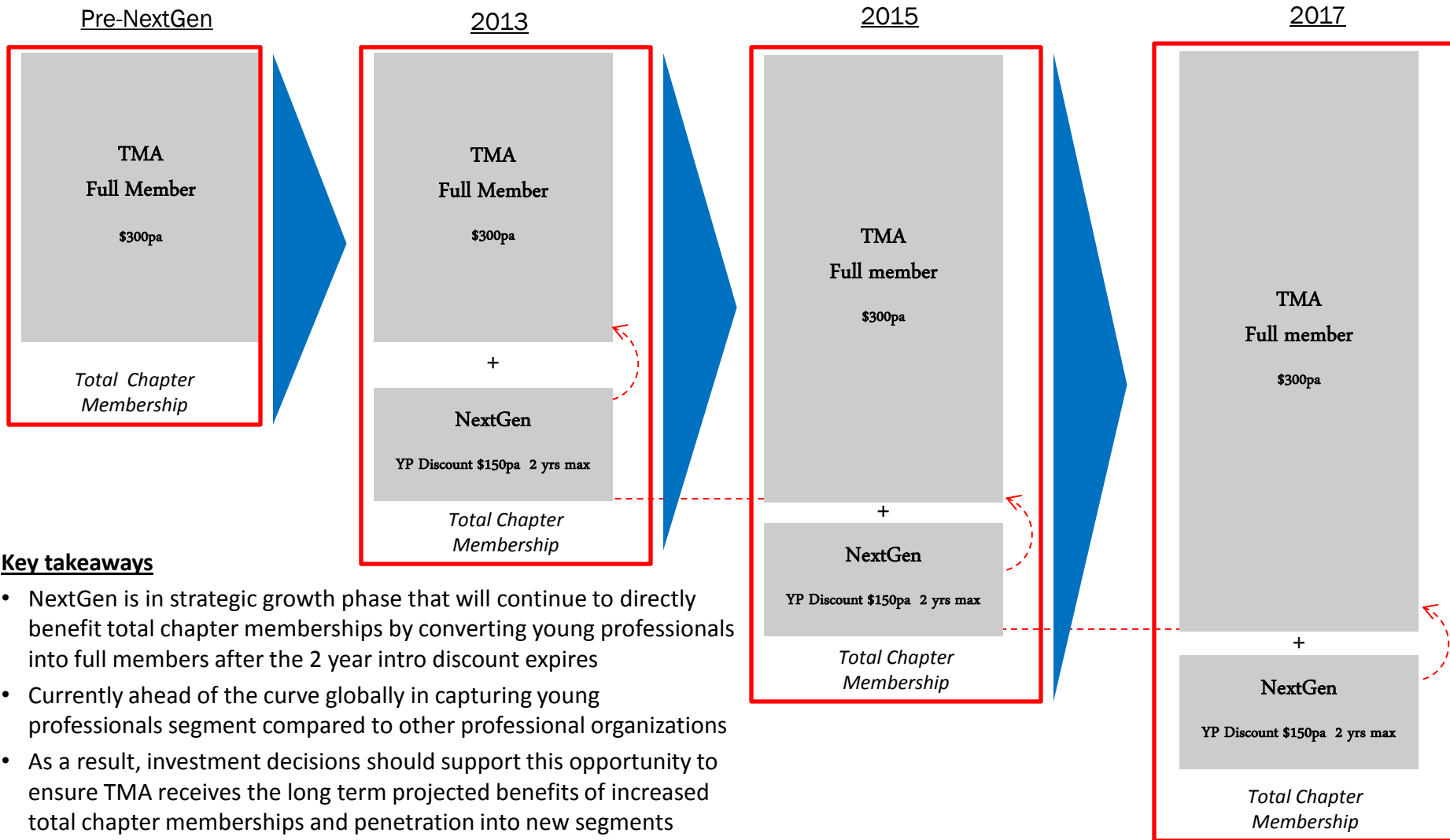
Recap On The NextGen Basics

- Why is NextGen different from other segments of TMA and other professional organizations?
 - No other professional organization provides the same level of opportunity to meet other young professionals at your peer level from all of the above segments in one place
 - Other professional organizations primarily have national structures, making it expensive for young professionals to leverage the benefits on a regular basis – NextGen has local chapter, regional and national events
 - Highly active, well developed global NextGen committee and chapter NextGen committee structures
 - NextGen membership is linked to being part of a broader organization
 - Opportunity to get involved in the leadership of the NextGen program

Recap On The NextGen Basics

- What are the benefits of NextGen membership? (in addition to overall TMA benefits)
 - Join
 - Gain access to a large network of young professionals and targeted leadership, education and networking events at discounted registration prices at chapter, regional and national levels
 - Connect
 - Enhance future prospects by developing new business relationships or managing existing relationships in a fun and relaxed atmosphere without pressure from senior partners being present
 - Easily identify and connect with other young professionals when travelling for business
 - Opportunities to interact with more experienced professionals for mentoring and career development, as well as marketing purposes
 - Advance
 - Increasing your social awareness and understanding of the industry by discussing professional experiences with your peers to gain insights and better understand the major players
 - Access to a strong network of peers at your level to enhance your long term career development
 - Learn new leadership skills by getting involved with a NextGen committee at your chapter

Projected Impact of NextGen On Overall TMA



Key takeaways

- NextGen is in strategic growth phase that will continue to directly benefit total chapter memberships by converting young professionals into full members after the 2 year intro discount expires
- Currently ahead of the curve globally in capturing young professionals segment compared to other professional organizations
- As a result, investment decisions should support this opportunity to ensure TMA receives the long term projected benefits of increased total chapter memberships and penetration into new segments

Strategy to Launch a NextGen Program

1

Identify a founding Chair

- You may consider selecting two people as co-founders
- Best practice is to select chairs that have the following characteristics:
 - Strong, passionate leaders - this is a start-up, so you need “entrepreneurial spirit”
 - Well networked - leveraging personal networks is key for the initial push of new members

2

Establish a committee

- Chair(s) to reach out to their local TMA board and their personal networks to identify 8-12 potential committee members
- Ideally, committee members should be from the target segments (eg attorney, I-Bank, financial advisor, distressed investor, claims agent, etc)

3

Utilize available NextGen resources

- NextGen Mentor - each chapter has been assigned a mentor from Global NextGen committee
- NextGen central repository - variety of useful information such as example strategic plan, budget templates, marketing collateral, sample flyers, event planning checklist etc
- NextGen playbook - best practices and lessons learnt from other NextGen committees
- NextGen FAQ page - ensure committee members review and are familiar with content

4

Kick-off committee call

- Assign responsibilities to coordinate first event
- Understand the qualification rules for the NextGen membership promotion discount

5

Coordinate the first event

- Consider a fun happy hour - easy to arrange and highly conducive to building critical mass
- Ideally first event should be free - subsidized by chapter, sponsor or TMA CRRC (chapter resource and response committee)
- Chapter to send an email blast announcing NextGen and each committee member should have a goal to bring 5 people each. Also, TMA board to encourage people from their firms.

Strategy to Launch a NextGen Program

6

Set up monthly calls

- Quick 30 min call to discuss results of prior event, financials, lessons learnt, status of next event and any other issues or initiatives
- Helpful to invite Chapter President and chapter admin to attend first few calls, or at least send them minutes from the meeting

7

Establish roles / responsibilities

- Consider creating NextGen sub-committees for networking events, education events, membership and marketing; a treasurer and secretary may also be needed to ensure equitable distribution of activities
- Each sub-committee lead should recruit and build their sub-committee from target segments

8

Schedule second event

- Ideally this is again subsidized by chapter, sponsor or TMA CRRC; if not subsidized, tickets should be very inexpensive (e.g. \$20) to draw solid attendance and build on momentum
- Learn from the first event (What worked?..What didn't work?)

9

On-going assessment

- Now that you have launched the program, assess whether or not objectives are being met
- Continually identify strong candidates to add to the committee - help share the load
- Adapt, Evolve, GROW!

10

On-going events

- Depending on chapter size, ensure there are regular committee calls (eg monthly) - this will ensure people stay engaged and momentum continues to build
- Assess need for special promotions (eg join TMA and attend the event for free) and door prizes (eg I-Pad) to drive attendance
- Education events involving marquee speakers (provides credibility) or hosted at the offices of major firms (low cost) are ways to quickly build attendance

Key Takeaways

Reassess Goals

- Low cost, fun networking events are critical to build a repeating attendee base
- Education component critical to ensuring firms will buy in
- Strategy may change as program moves from Start-Up to Growth phase to Mature status
- Examples of changing goals include:
 - After critical mass is built, assess pricing of events to operate as a self sustaining program
 - After base membership is established, focus may shift from purely membership growth metrics to quality and diversity of membership base

NextGen Support From Chapter

- Examples of resistance
 - Eg NextGen should be seen as an “opportunity” to grow chapter
 - Eg NextGen members need to network just like other TMA professionals
 - Eg Limitations imposed impacting ability to develop program
- Senior members should be involved
 - Provide insight on what has worked historically for the chapter
 - Volunteer for a panel
 - Encourage fellow senior leaders/partners to push the program within their organizations
 - Encourage attendance from young professionals people at their firms

NextGen Must Align With Chapter

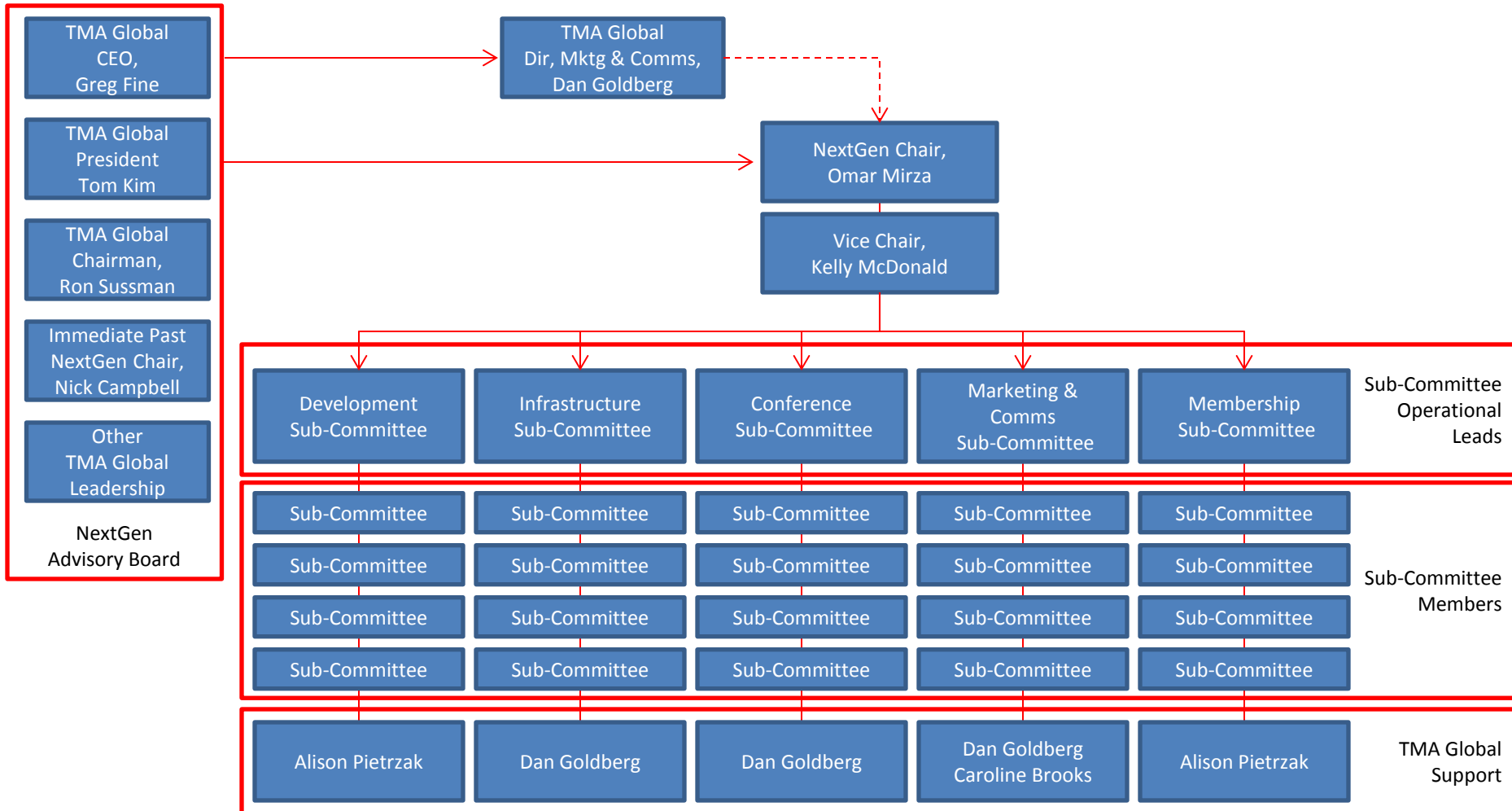
- It is imperative NextGen goals and objectives are in line with the chapter
 - Discuss in Dec when planning for next year
 - Don’t schedule conflicting events
 - Leave enough gap between events (eg 2 weeks rule of thumb)
 - Coordinate work streams to not overlap or duplicate efforts
 - Invite a “guest” board member to a monthly call to provide an update on chapter initiatives
- Leverage wisdom and experience of chapter board
 - Rely on experience of the board to help execute
 - Conform to processes already in place

Leverage NextGen Resources

- NextGen Mentor - each chapter has been assigned a mentor from the Global NextGen committee
- NextGen central repository - useful information such as example strategic plan, budget templates, marketing collateral, sample flyers, event planning checklist etc
- NextGen playbook - best practices and lessons learnt from other NextGen committees
- NextGen FAQ page - ensure committee members review and are familiar with content
- Marketing design support from TMA Global office

Appendix

Global NextGen Committee Structure



Appendix

Global NextGen Committee List (30 young professional leaders from 17 chapters)

Leadership

- Chair - Omar Mirza, *Ernst & Young Capital Advisors LLC*, New York
- Vice Chair - Kelly McDonald, *Weil, Gotshal & Manges LLP*, Dallas
- Past Chair - Nicholas Campbell, *Alvarez & Marsal*, Atlanta

Sub-Committee Operational Leads

- Conferences - Shane Ramsey, *Kilpatrick Townsend & Stockton LLP*, Atlanta
- Development - Lyle Bauck, *Alvarez & Marsal*, New York
- Infrastructure - Alicia Den Beste, *Epiq Systems Inc*, Atlanta
- Marketing & Comms - Kathleen Parker, *HYPERAMS LLC*, Chicago
- Membership - Matthew Lupton, *BBVA Compass*, Dallas

Sub-Committee Members

- Joe Alfieri, *CIT Commercial Services*, Carolinas
- Kinny Bagga, *Brownstein Hyatt Farber Schreck*, Rocky Mountain
- Steven Bryant, *Locke Lord LLP*, Houston
- Philip Cassel, *Cassel Salpeter & Co LLC*, Florida
- Kailey Crum, *Grobstein Teeple*, Southern California
- Stephane De Broux, *RSM Richter Inc*, Montreal
- John Dimovski, *Harmon Partners*, Michigan
- Daryl Dorsey, *Tiffany & Bosco PA*, Arizona
- Manju Gupta, *McDonald Hopkins LLC*, Ohio
- Soegiono Hadiwijaya, *Deloitte CRG*, Dallas
- Paul R. Hage, *Jaffe Raitt Heuer & Weiss PC*, Michigan
- Howard Levine, *Bank of America Merrill Lynch*, Chicago
- Isaac Marcushamer, *Berger Singerman PA*, Florida
- Josef Mintz, *Blank Rome LLP*, Philadelphia
- Joseph Nappi, *Phoenix Management Services Inc*, Northeast
- Caryl Newbery-Mitchell, *MNP Ltd*, Toronto
- Jennifer O'Neil, *Jones Day*, New York
- Dipesh Patel, *Saul Ewing LLC*, New Jersey
- Michelle Salazar, *Tiger Group LLC*, Southern California
- Edward Schatz, *The O'Connor Group Inc*, Northeast
- Spencer Ware, *CTP, AlixPartners*, New York
- Daniel Wootton, *Grant Thornton LLP*, Toronto

Appendix

Global NextGen Central Repository (*as at May 14, 2013*)

Financial Templates

- NextGen Event Financial Model (NYC Chapter)
- NextGen Post-Event Financial Analysis (NYC Chapter)

Meeting Templates

- NextGen Event Planning Checklist(NYC Chapter)
- NextGen “Tips from The Titans” Panel Slides (NYC Chapter)
- NextGen Committee Agenda (NYC Chapter)
- NextGen Committee Minutes (NYC Chapter)
- NextGen Breakfast Panel Presentation (NYC Chapter)

Marketing Templates

- NextGen New Member Flyer
- NextGen Event Email - Tips from the Titans (NYC Chapter)
- NextGen Event Flyer - The State of Turnaround (Dallas Chapter)
- NextGen Event Flyer- March Madness (Atlanta Chapter)
- NextGen Event Flyer - Thirsty Thursday NFL Draft (Atlanta Chapter)
- NextGen Event Flyer - Thirsty Thursday (Atlanta Chapter)
- NextGen Event Flyer - Leadership Breakfast Series 1 (Florida Chapter)
- NextGen Event Flyer - Leadership Breakfast Series 2 (Florida Chapter)

Other (planning materials, logos, graphics, etc)

- NextGen Chapter Communications Update (Atlanta Chapter)
- TMA Logo Grey (jpg file)
- NextGen Web Banner (jpg file)
- NextGen Membership Join Button (jpg file)
- NextGen Membership Web Sidebar (jpg file)
- NextGen Membership Web Header (jpg file)
- NextGen Event Register Button (jpg file)
- NextGen QR Code (png file)

NextGen Playbook of Best Practices

- First released in 2011 and updated with new content from the TMA Global NextGen Leadership Meeting in Dec 2012 in New York
- The playbook is a combination of NextGen best practices and knowledge sharing around:
 - Education and Networking events
 - Growing your NextGen committee
 - Marketing and communications
 - Membership
 - Obtaining sponsorship