



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.



INTRODUCING THE PINEAPPLE CLUB:

The first rule of the Pineapple Club is: you must attend the HousingIowa Conference to learn the first rule of the Pineapple Club.

Pineapples herald hospitality, representing a warm welcome and an invitation to make you at home. Our Club welcomed all who are dedicated to enhancing Iowans' quality of life. In turn, members pledged to share their hospitality with others seeking affordable housing. By sharing trusted secrets and decoding new techniques, we have become the preeminent housing force in Iowa. Are you ready to join our ranks?

The 2017 HousingIowa Conference (better known as the Pineapple Club Meeting) was held Sept. 6-8, 2017 in Cedar Rapids. We've been hosting annual conferences for nearly fifteen years and recently found that branding them with a new and very unique theme each year kept them fresh, exciting, evoked interest...and growing attendance each year.

CARRYING OUT THE THEME:

The key to the success of the Pineapple Club branding was two-fold: The uniqueness of the theme (it's very much unlike previous themes we had used, that don't particularly stick-out to a potential attendee such as "Blueprint to Success" or "Strength in Partnerships").

The second key to the success of the branding was how seriously staff took carrying out the theme. We knew that it might be confusing to attendees if we only half-way carried out the concept – so we committed to the theme and went all in.

Every component of the event was branded with the eye-catching conference theme, look and feel – and a hint of mystery. It was an experience that no Iowa housing professional would want to miss out on.

The introduction of the theme came with the first Save the Date announcement. It explained that the pineapple carried the meaning of welcome, friendship and hospitality...all fitting to housing professionals who welcome Iowans home each year.



Attendance and sponsorship levels of the HousingIowa Conference have gradually grown each year. However, we were missing an opportunity to trademark the event as the premier housing conference in the state by showing the impact housing has on our communities and grabbing the attention of key housing professionals and policy-makers.

To show our commitment for the vast change in feel for the conference materials, we partnered with a local, cutting-edge creative design agency called Saturday Manufacturing.

COMPONENTS OF THE PINEAPPLE CLUB:

The primary materials for the HousingIowa Conference include:

- Postcards
 - Both postcards were designed as invitations to join the Pineapple Club at the 2017 HousingIowa Conference
 - Save the date postcard: Sent May 15
 - Register now postcard: Sent June 30
- Constant Contact email template
 - This template was designed to match the other conference branding and was used for all conference communications, including speaker announcements, register now emails and others.
- Program: Club
 - The conference program was designed to be an official Club Welcome packet, outlining each session description and time.
- Signage
 - We used a variety of sign templates for our break-out session rooms, all matching the Pineapple Club theme.
- Dine-around dollar
 - Each year we host a dine-around as part of the conference. Each attendee is provided a \$15 gift card to a list of participating local restaurants that is valid just for that evening. In year's past, we've used a generic bill. This year, we tailored it to fit the Pineapple theme.



RESULTS:

We were able to generate remarkable interest in the 2017 HousingIowa Conference through the use of a creative theme and materials.

- The theme led us to achieve an **ALL-TIME RECORD ATTENANCE of** 709 attendees
 - This record-breaking year is even more notable, as the event was held on the eastern side of the state this year. We typically see a decrease in attendance over when it's hosted in Des Moines.
- Materials cost: No additional cost from previous themes
- Engagement and feedback from the conference was an all-time high

REPLICABLE:

The concept of a Club, such as the Pineapple Club for any HFA's annual housing conference is completely replicable – and encouraged. It encompasses our shared goal of welcoming families home – and helping fellow Club members by sharing best practices and decoding the latest in trainings together for the greater good.

PINEAPPLE CLUB: 2017 HOUSINGIOWA CONFERENCE

Mobile App and Web Banner



PINEAPPLE CLUB: 2017 HOUSINGIOWA CONFERENCE

Day of Signage and Themed Staging



PINEAPPLE CLUB: 2017 HOUSINGIOWA CONFERENCE

Postcard & Drink Tokens, Welcome Basket Greeting, Program, and Conference Swag

