



# Vancouver Leadership Summit

◆ Attendees should attend at least 5 of the 6 possible educational sessions for this event to count toward PIKE University Certification. All educational sessions are marked by a diamond.

SATURDAY	EVENT	LOCATION
8:00 AM – 9:00 AM	Breakfast	
9:00 AM – 10:00 AM	◆ <u>Origins &amp; History of Pi Kappa Alpha Ritual</u> ( <i>Current password required for entry</i> ) This session for initiated members will provide a general overview of the Founders and history of <i>Ritual of Pi Kappa Alpha</i> . Purpose, values, and symbolism of the Fraternity will be discussed during this session.	
	◆ <u>Introduction to Ritual and Values for Non-Initiates</u> This session is designed to demonstrate how members of Pi Kappa Alpha should live their lives through <i>Ritual</i> and values each day whether they are a new member, colony member, or an initiated brother. This session displays the Fraternity's values through the True PIKE commitments and the preamble.	
10:10 AM – 11:10 AM	◆ <u>Health &amp; Safety 101: Do the Right Thing</u> First time PIKE <i>University</i> attendees will be engaged in a conversation that provides a foundational overview of the Fraternity's Health & Safety Initiative. Brothers will learn the strategies to run their chapters with an approach that encompasses the fundamental obligation to "do the right thing" while operating within the <i>Standards</i> of the Fraternity. Strategic actions for advancing risk management and self-governance will be provided as well as resources for managing event planning.	
	◆ <u>Take Control of Your Message</u> This hands-on session will provide background on social media usage from a brand point of view and provide tactics on how to assess your current social media situation, develop a content calendar to enable a planned approach to messaging, and tactics to grow your audience size and engagement.	
11:20 AM – 12:20 PM	◆ <u>Leadership Lecture Series Speaker</u> The Leadership Lecture series highlights a prominent Pi Kappa Alpha alumnus and gives him the opportunity to share some insight into what has led to his personal and professional success. Whether it is based in leadership principle and theory or acquired through trial and error, many of these experiences trace back to undergraduate experiences in the Fraternity.	
12:30 PM – 1:30 PM	<u>Lunch &amp; Welcome Banquet</u> Attendees are formally welcomed to the event, introduced to the staff and volunteers, and given an overview of Pi Kappa Alpha during the first portion of this meal function. The banquet concludes with the presentation of PIKE University awards and remarks from a member of the Supreme Council.	
1:40 PM – 2:40 PM	◆ <u>Building an International Brand</u> Your brand is determined by every experience someone has with your organization. This session is a three-part overview looking at (1) the ups and downs of famous brands, (2) the PIKE brand and your impact on it, and (3) hands on tactics chapters can start using today to build their reputation and enhance the PIKE brand.	
	◆ <u>Health &amp; Safety: Accountability</u> A key component of PIKE Health & Safety is fostering an environment in your chapter where brothers have both the desire and capacity to hold each other accountable. Men who have attended previous PIKE <i>University</i> events will engage in a conversation that provides a framework for establishing an environment of peer accountability within the chapter. Discussion will include identifying strategies for establishing the core brotherhood obligation of accountability during the new member process and sustaining this principle throughout membership.	
2:50 PM – 3:50 PM	◆ <u>PIKE Recruitment – Recruitment 101</u> Recruitment is the lifeblood of our Fraternity. This newly-revised session is for all first-time PIKE <i>University</i> attendees. This session covers the foundational "why" and "how" of recruitment and what makes a winning recruitment program. This session will also cover how new members and newly-initiated members can become one-on-one recruitment experts.	
	◆ <u>Creating Your Ideal Organization: Vision &amp; GROW Model</u> This session dives into creating a vision for the chapter and introduces a key tool used to establish a realistic vision. Attendees will walk away with tactics to strategically establish a vision for their chapter.	

4:00 PM – 5:00 PM	<p>◆ <u>Creating Your Ideal Organization: Going from Good to Great</u>  This session for first-time PIKE University event attendees will give individuals the opportunity learn and discuss characteristics and operations that make fraternity chapters great. Attendees will return to their chapter with a better sense of operations and programming to make their chapter better.</p>	
	<p>◆ <u>Advanced Recruitment</u>  Do you know the basics about PIKE Recruitment? Do you have what it takes to run a top tier recruitment program at your chapter? Do you have specific questions you want answered about recruitment? This session, which is intended for attendees who have already been to multiple PIKE University events and who are familiar with PIKE Recruitment principles, will provide attendees with an opportunity to address specific recruitment issues they face and tactics to overcome and conquer these concerns to become the best at recruitment on their campus.</p>	

**Thank you for attending this  
PIKE *University* Event!**

#PIKEU

[www.pikeuniversity.org](http://www.pikeuniversity.org)