Planning Individual Events

Now that you have a road map for where you want to go for the year, you can begin to nail down the details for each event. Below is the suggested timeline for planning an event. Customize it to suit your chapter needs for timing, however, be sure to include all necessary steps.

3 – 4 Months in Advance

- Identify guest speakers and ensure calendar date is firm. Confirm Chapter President availability as they are the official Host of all events.
- Choose venue and solicit menus, AV costs, and directions to facility.
- Solicit sponsorships for event.

3-4 Weeks in Advance

- Request that the NEWH, Inc. Office email event flyer to chapter mailing list.
- Finalize catering requirements with venue.
- Confirm sponsorships.
- Set-up RSVP sign-in sheet with name, company, phone number, member or non-member and method of payment (see Example 1).
- Prepare Core Group phone tree script (see Example 2).

1 Week in Advance

- Activate Core Group phone tree and issue script to Hospitality Director. Call all members to remind them of the details of the event and to RSVP.
- Prepare event script for President (see attached example). Solicit input from other Directors as necessary.
- Confirm Hospitality Committee volunteers for event and ensure they can arrive at least 20 minutes prior to start time.

3 Days in Advance

- Confirm final attendance count with venue.
- Finalize RSVP sign-in sheet.
- Touch base with speakers for any last-minute details.
- Forward event script to President for review.

Executing the Event

Event Items needed for the event:

- NEWH collateral, corporate sponsors poster, etc.
- Sign-in sheet, nametags, and pens.
- Flyers for upcoming events/events.
- Copy of event script.
- Greet venue contact and confirm arrangements/times.
- Greet speakers and sponsors and ensure they meet Board Executive Committee, etc.
- Assist Hospitality Committee volunteers in set-up.
- Confer with President on event script and speaker bios, sponsorship information, and any last-minute changes.
- Assist asking attendees to be seated and in calling meeting to order.
- When called upon, discuss/promote upcoming events, and solicit committee volunteers When event is concluded, thank speakers.
- Gather event fees collected.
- Ensure venue bill is paid, or bill is obtained for payment.

Closing out the Event

Once you have executed a successful event, you have several responsibilities to fulfill before putting it into the books as final. These items are:

- Provide the Secretary, the names and addresses of the speakers and sponsors for thank you notes.
- Prepare Event Report for submission at next IBoD meeting and to be kept in Programming Directors historic binder.
- Ensure venue bill has been paid.

CONGRATULATIONS ON A JOB WELL DONE!

EXAMPLE 1

Prepare a Core Group – Communications via Core Groups

Courtesy of NEWH/Washington DC Metropolitan

The Chapter Membership roster is divided up into 5-7 groups (the number of groups can vary depending on Chapter size). Each group is assigned a Core Group Captain. That Captain is responsible for calling each member on their list to communicate specified information (see below for examples). As new applicants are voted in as members, they are immediately assigned to a Core Group.

The committee's function is to provide a communication's system to inform members of information in a variety of circumstances. Those circumstances can include:

- A postponement of a event due to inclement weather.
- A last-minute change in venue of a event.
- A call to "rally the troops" to get members to help at a event.
- A call to drum up attendance at a event that has had rsvp's of less than the required amount to have a successful event.
- A call to drum up greater fundraising efforts

The committee is here to serve the chapter's board members on an as needed basis. The board members are instructed provide the following information when they need to "activate" the core groups:

- A "script" of the information they are requesting the committee to pass along to membership.
- Parameters of the information (who, what, when, where and how).

Additionally, the core captains tell the members on their "call list" to respond directly to the board member or committee chair who requested the core group activation, with their information (i.e., if the situation is a low response to a event, and the core captain finds that through their efforts the person they called will now be attending the event, they are to have that person rsvp to the programming committee chair).

The core captains' responsibility is to contact the members on their "call list".

Core captains are instructed to their call lists in a variety of different ways that include:

- Geographical location (so the core captain doesn't have to make a long-distance call) Industry affiliation.
- Core captain may be an interior designer, so their call list might include members who are with hotel companies or hotel management companies.

- A core captain may be a sales rep. so their call list might include interior designers or purchasing companies; a core captain may be a general manager of a hotel, so their call list might include other general managers or food and beverage people.
- A core captain may work for a company that has many NEWH members, so their call list might include co-workers.
- A core captain may be an instructor, so their call list might include our student members.

EXAMPLE 2

Core Group Script for Event

Courtesy of NEWH/Washington DC Metropolitan

This call is to remind you to please RSVP for our upcoming exciting NEWH event:

"Future Forecast" for the Travel and Tourism Industry

Featured Speakers include:

- Chellie Cameron, Terminal Concessions & Terminal Manager, Metro Washington Airport Authority
- Mike Jones, Vice President of Corporate Planning, Anton Airfood, Inc.
- George McDonald, Executive General Manager for Centerplate Space NBSE, Washington DC -Convention Center
- Dan Rothfeld, Sr. Vice President for E-Commerce, and Emerging Business, Choice Hotels International

DATE:

Tuesday May 13, 2003

WHERE:

The Washington DC Design Center
300 D Street, SW
Concourse Level Conference Room
Washington, DC 20024
(202)554-5053

TIME:

5:30 PM Networking
6:30 PM Event

COST:

$30 Members ● $35 Non-Members ●$15 Students
$30 is deductible as a business expense, the balance may be considered a charitable contribution.

Lite food and beverages will be provided.

RSVP: Friday May 9, 2003

Please call Tina Hobbs (000) 555-5555 or e-mail XXXXX@XXXXX or Ailene Werner at (000) 555-5555

In the spirit of networking please consider bringing a friend who is interested in joining NEWH!