Event Template to help in writing a magazine article. Use it to help you out!

1. Introduction (3-4 sentences)
	* Try to give your article a catchy headline that summarizes the event.
	* Give a brief overview of what readers can expect including the name of the event, its purpose, date, and location.
	* Be sure to mention your local NEWH chapter and the NEWH Inc. mission statement.
2. Event Overview (2-3 sentences)
	* What was the atmosphere and vibe of the event, use descriptive adjectives to help give readers an opportunity to visualize the space.
	* Highlight your guests, speakers and/or performers using photos. Be sure to gather names and company information for each photo submitted.
	* Mention any special activities or features of the event. This is a good time to mention any sponsors you may have had for food, beverage, activities, etc.
3. Fundraising Efforts (1-2 sentences)
	* Detail the fundraising goals and objectives of the event. (No dollar amounts!) This is where we remind readers our fundraising results in scholarships and opportunities for students and professionals in our hospitality industry.
	* Don’t forget… our scholarship winners often get sponsored to attend our larger functions like HD Vegas, BDNY and the Biannual NEWH Leadership Conference!
4. Programming Highlights (2-3 sentences)
	* Summarize the key presentations, workshops, or sessions that were part of the programming. This is a good time to mention any sponsors you may have had for food, beverage, activities, etc.
	* Highlight the topics discussed or insights shared during the presentations, workshops, or sessions.
	* Including quotes from speakers or participants is a great way to add depth in your summary! This allows readers to take part in sharing the experience with those who attended.
5. Attendee Experience (1-2 sentences)
	* Share anecdotes or testimonials from attendees about their experience at the event. This is not a time to be shy, get out there and ask around!
	* Include photos or videos to showcase the atmosphere and engagement of participants. I would suggest making a reel on Instagram using all the photos from the event… select the photos, add a catchy tune and post! No need to tag every person so this is a quick and efficient way to share all the highlights that don’t make it into the article or summary.
6. Conclusion (2-3 sentences)
	* Summarize the overall impact of this event and give a preview of other events being held by your Chapter.
	* Reinforce NEWH’s mission and how the event aligns with it.
	* Encourage readers to get involved or support future events, give information on future membership events.