

Virtual Event Ideas

See chapter/region's virtual event ideas below. Some events are in the works, some have already occurred. Please feel free to reach out to the contact person listed with any questions!

CEU Offerings

'CEU Bootcamp' for later in the year – providing a full day of CEUs to local designer/architects (if the 'Stay at Home' orders continue, we are looking to create and schedule it via virtual ZOOM CEU format) (Dallas Chapter)

Virtual Classroom for CEU Credit (Sunshine Chapter)

- Goal of the event: Virtual Classroom for CEU Credit
- Date of event May 6
- Event duration (1 hours, 2 hours, etc.) 2.5 hours
- Program platform: Zoom
- Program highlights/structure: Upon completion receive CEU Credits
- Contact person: Patty Grafton (Patty.Grafton@caesarstoneus.com)

Virtual CEUs every Thursday. (New England Region)

Virtual CEUs (New York)

- Goal of the event - Engage with Membership through Continuing Education
- Date of event - May 12th (with recurring CEU events)
- Event duration (1 hours, 2 hours, etc.) - 1 HR
- Program platform: Zoom
- Program highlights/structure - Certified CEU Courses curated and presented through NEWH/NY
- Contact person: Erica Puccio (epuccio@tilebar.com) and Josh Kennett (joshkennett@royalthai.com)

*Need CEU suggestions? See NEWH website for available CEUs/contacts <https://newh.org/ceus-online-resources/>

Support Local Community/Businesses

Highlight local restaurant - Due to COVID-19 quarantine, we are using social media to highlight local restaurants that are offering to go, curbside, or delivery. (Houston Chapter)

Take-out Tuesdays - we're advocating for safe handling per the CDC, but also trying to use this as a means to highlight local F&B industries hit hard. (Northwest Chapter)

Quarentending: Using IG Live, idea to showcase a member's bartending skills: "Quarentending" where they make a cocktail (create list of ingredients needed so members can be prepared/engaged). (Arizona Chapter)

Culinary Event ideas - Support local restaurants and use what they are already doing to provide events to our members (Arizona Chapter).

- Culinary event where you make something yourself or learn about wine by supporting a non-member's already established event (i.e. Hidden Track Café in AZ is a wine shop/bodega. They offer curbside pickup, so great option for good wine and hot commodity pantry goods. They offer FB Live "wine tastings" every Thursday and Saturday. We could ask this vendor for a Promo Code to give out to AZ members who RSVP

on NEWH website and then once they've RSVP'd, they would go to the vendor and place an order of wine, pasta, etc. - or maybe it's an "NEWH Basket." People would have it delivered to their homes via this vendor's website (no money would be handled by NEWH). We would then prepare our own meal (or just have the wine ready) and eat the meal at 6:30pm at the venue's FB Live "wine tasting".) (Arizona Chapter)

- Order takeout / cocktails for pickup from a local bar/restaurant to enjoy at a virtual "Toasty Tuesday" or "Wine Down Wednesday" together.

Highlight Local Charity (Mid-South Region)

Possible ideas:

- Hospitality Cares <https://hospitalitycares.org/>
- Hospitality Workers Union <https://unitehere.org/>
- Hospitality Hub <https://www.hospitalityhub.org/> This is a local organization that is partnering with local hotels to create pop-up shelters for homeless individuals because many shelters have closed due to COVID-19

Highlight Manufacturers

During this time, we are highlighting our manufacturers that are using their resources in creative ways to help with the pandemic. (LA Chapter)

Highlight Members Events/Ideas

"Member Monday" (Mid-South Region)

A social media campaign that highlights members with a photograph and some fun questions that focus on travel and local hospitality. We are hopeful this will be a lighthearted way to keep our membership engaged during our time of social distancing.

Favorite Install (Northwest Chapter)

Tag a pic of your favorite project install - or product install - and also enter a chance to win a gift card to June Baby (from Durkan)

Finding Inspiration in times of Isolation (AC/Philly Region)

Does a member have a project they can showcase that isn't open yet? Even something in progress? Is there an art group or artist that could do a demo or talk about their creative process

Pop up Interviews with Members (AC/Philly Region)

- Designers, Restaurateurs, other in industry for Q&A on social
- Helps them promote their offerings during this time

Membership Event (Milano)

- Goal of the event: Membership
- Date of event: 13 May 2020 3:00 pm CET – Language : Italian
- Event duration: 1 hour
- Program platform: GotoMeeting
- Program highlights/structure: Presentation of the Book – Living , Working and Travelling
- Contact person: Sergio Grazioli (sg@designandbusiness.eu)

Maven Motivation (Washington DC Metro Chapter)

After the spread of Covid-19, the DC Metro board of directors met virtually to discuss how they can be of service to its members during this time and how to engage their 2020 sponsors. From these discussions, Maven Motivation was created; a virtual gathering on Zoom that calls the maven sponsors to provide a collaborative concept to engage the chapter.

- Contact persons:
Ashley Michaels/ Ashley.Michaels@Hilton.com
Tara Garwood/ tara_garwood@mohawkind.com
Michelle Madison/ michelle@banduradesign.com

- Goal of the event: networking, engage 2020 sponsors
- Date of event: April 16th
- Event duration: 1 hour
- Program platform: Zoom/You Tube
- Program highlights/structure: Four Square Resort
 - This event paired four mavens together where they individually talked about the state of their companies then went into a video they had prepared. The mavens came up with the concept to show everyone something to create, drink, eat, and some entertainment. National solutions showed us how to make a sugar scrub for our hands, Signature Carpet shared a crafted cocktail, Architectural Ceramics demonstrated a Shrimp Scampi recipe, and Kim Swanson sang a coronavirus parody of Bob Marley's "Don't Worry, Be Happy".
<https://www.youtube.com/watch?v=e9F6B-CqTIQ&t=12s>

- Date of event: April 23rd
- Event duration: 30 minutes
- Program platform: Zoom
- Program highlights/structure: Earth Day Bingo
 - This event paired five mavens together who came up with the concept of Earth Day Bingo. A bingo card was distributed with the zoom credential email that went out a few hours prior to the event. The vendors talked about their state of their companies and a prepared earth day power point that showed the positive effects of Covid-19 on the environment. Then the attendees played earth day bingo for four prizes.

- Date of event: April 30th
- Event duration: 90 minutes
- Program platform: Zoom
- Program highlights/structure: Trivia
 - This event paired five mavens who came up with the idea to do a virtual trivia game. Each vendor submitted trivia questions and they were compiled into a presentation. Each round is presented by a different vendor who will start off with the state of their company. The attendees upon entering are given a zoom break out room team- which allows them to talk answers and network. Each player on the winning team won a 25.00 Postmates giftcard. Here is the pdf question slides <https://verve.egnyte.com/dl/5ohyfagh30>

We have two more events coming up- one will be a Vegas themed event and another on meditation.

Highlight TopIDs

Recognizing TopIDs (South Florida Chapter)

- Goal: To provide virtual recognition to the 2020 TopID Firms while adding value to those who choose to participate.
- Date: TBD
- Program Duration: 30-45 Minutes
- Program Platform: Instagram Live, Facebook Live, or possibly Zoom
- Program Highlights/Structure:
 - A Moderator will lead a discussion with the Principals (or Representatives) from the 2020 TopID Firms being recognized.
 - Suggested Moderators to help drive attendance:
 - Stacy Rauen - Hospitality Design Magazine
 - Glenn Hausmann - No Vacancy
 - Prior to the panel discussion, the Moderator will introduce a representative from Hubbardton Forge to formally recognize each TopID Firm.
 - The TopID Firms will need to have their awards sent to them in advance so they can show them on the live feed. Each chapter can confirm the best location to send them.
 - The Moderator can then proceed to a panel discussion with the TopID representatives
 - Questions/Topics should be sent in advance.
 - Topic could be pertinent to current COVID times or any other design pertinent subjects
 - Each firm could be asked to discuss a recent project
- Contact Person: Jennifer Delmas (jennifer@eoagroup.com)

Firm Friday (Mid-South Region)

We have used Firm Friday to highlight our TopID firms via social media platforms. Use this time to reach out to your local design firms to communicate the TopID application process – deadline for 2021 TopID nominations is July 1st, 2020.

Recognize 2020 TopIDs (Arizona Chapter)

Ask TopIDs to feature the projects (3) or one project they submitted to qualify for the nomination. It would be great to have a quick tour (virtual prerecorded tour or just with photos from submission) lead by the design team from that TopID Firm. We may coordinate delivery of the actual TopID Award to their office/home instead of waiting until Honors event in December.

- Goal: showcase TopID with fun HH (can support local business that allows pickup of drinks – maybe even the project being featured!)
- Date: TBD
- Event Duration: 1 hour max.
- Program Platform: Zoom
- Program Highlights/structure: Confirm if open questions are allowed or if we will answer all questions at end of presentation.
- Contact Person: Program Director or committee member

Support your Students

Interviews/Portfolio Reviews (New York Chapter)

Focus on preparing students for Interviews and portfolio reviews, and educating students and professors on the free membership, benefits of NEWH, and scholarship availability.

Mock Interviews (New England Region)

Working on setting up a mock student interviews using Zoom and break out rooms.

Membership/Scholarship co-event (New York Chapter)

- Goal of the event: Increase membership and support students and recent grads
- Date of event: May 27th
- Event duration: 1 hour
- Program platform: Zoom with break out meetings
- Program highlights/structure: Interview tips and mentorship
- Contact person: Kristy Bohne (Kristy.bohne@couristan.com) and Josh Kennet (joshkennet@royalthai.com)

Student Focused Event Ideas (AC/Philly Region)

- Mentor Day with Students/Portfolio reviews (1 on 1s; portfolio critic/mentor and/or mock interview; tips and tricks at the end for job search during this time)
- Interactive one-on-one mentoring - give students opportunity to see current project being worked on by professional; Student to give feedback or it is just a learning session to see what day to day looks like for professionals in the industry
- Highlight student thesis projects on social media - with a drawing as a way to increase the free student membership

Highlight Scholarship Recipients

We are highlighting/presenting one of the recipients per week on Instagram and social media to give them 'face time' until we can present them hopefully later in the year. (Dallas Chapter)

Stay Connected! Networking and Fun Event Ideas

Virtual Sundowner (Sunshine Chapter)

- Goal of the event: Networking
- Date of event: 6/3
- Event duration: 2 hours
- Program platform: Zoom
- Program highlights/structure: Casual format, seeing each other's faces again
- Contact person: Joemy Vega (joemy@devegastudio.com)

Virtual Toasty Tuesday (New York Chapter)

- Goal of the event: Continue to engage and captivate membership through virtual mixers, Q&A sessions, and virtual games. Give members virtual opportunities to meet, share and laugh in a safe space.
- Date of event: TopID Q&A May 19th 6:30pm-7:30pm -
- Event duration: 1 hour
- Program platform: Zoom
- Program highlights/structure: featuring TopID recipients - CetraRuddy and Sawyer & Company

Virtual Happy Hour with a member focus (North/South Carolina Regions)

- Goal of the event: Networking
- Date of event: May 5th
- Event duration: 1 hour
- Program platform: Zoom

- Program highlights/structure: virtual happy hour toasting the launch of Pulp Design Studio's new hospitality textiles collaboration with Fabricut Contract and S. Harris – signature cocktail recipe shared and WFH tips shared
- Contact: Benjamin Wells (Benjamin.Wells@Fabricut.com)

Wine Wednesday with Trivia (Vancouver Region)

- Goal: Virtually reconnect with Members - A fun distraction during these difficult times
- Date of event: April 15th and April 29th
- Event duration: 1 hour (5 to 6pm)
- Program platform: Zoom
- Program highlights/structure: Hellos, Ice Breaker task, Trivia Questions & answers
 - 4 rounds of trivia – 5 questions each round; Answers revealed after each round
 - Round 4 = music played via Spotify
 - People submit their scores in the chat after each round and get tallied up by a board member
 - During connection/networking time, we took the opportunity to also poll our guests regarding topics like: which date works best for events or CEUs? What are people interested in seeing? Etc.
- Contact persons:
 - Santiago Arcila (Trivia): santiago@online.ca
 - Rebecca Bertrand (Event organization): Rebecca.bertrand@milliken.com
 - James Adamson (Ice-breaker + moderating): jadamson@west-port.com

Wine Wednesday - Cooking Demo or Hotel Tour (Vancouver Region)

- Goal of the event: Connect virtually over a drink while enjoying a Cooking Demo or Hotel Tour
- Date of event: May 27th, 2020
- Event duration: 1 hour (5 to 6pm)
- Program platform: Zoom
- Program highlights/structure: Hellos, Intro of chef or designer, Cooking Demo or Hotel Tour, Open topic discussion for those that wish to stay after 6pm.
- Contact person (email): Rebecca.Bertrand@Milliken.com

Cocktails & Conversation (Cocktail Demos) (Vancouver Region)

- Goal of the event: Connect virtually over a drink while enjoying a Cocktail Demo with a guest Bartender.
- Date of event: May 14th, 2020
- Event duration: 1.5 hours (5 to 6.30pm)
- Program platform: Zoom
- Program highlights/structure: Hellos, Intro of guest Bartender, 2 Cocktail demos (including mocktail variants), Open topic discussion for those that wish to stay after 6.30pm.
- Contact person (email): Rebecca.Bertrand@Milliken.com

Summer Kick-Off Ice Cream Social and Trivia Night (Chicago Chapter)

- Goal of the event: Fun times with other hospitality members that you haven't gotten to see in awhile
- Date of event: 5/21 at 5 pm
- Event duration: 1 hour
- Program platform: Zoom
- Program highlights/structure: A virtual ice cream social. Going to send fun sundae recipes and do a few contests - most original sundae and most delicious looking sundae. We will also do a trivia game with hospitality questions, NEWH questions and fun pop culture questions. Going to work with our Marketing Director on the best way to do the contests on social media to get more people involved in the voting.
- Contact person: Athena Slejko (ASlejko@valleyforge.com) and Claire Callis (CCallis@gettys.com)

“Quarantine Cocktails” Virtual Happy Hour (Mid-South)

- Goal of the event: Members feel active/connected, showcase local business
- Date of event: beginning mid-May, and reoccurring every 2-3 weeks
- Event duration: 1 hour
- Program platform: Zoom
- Program structure: The basic idea is that we can showcase a restaurant by having their owner/bartender to show us how to make one of their signature drinks (supply list sent out ahead of time in the event invite). Introduce the Bartender &/or Restaurant Owner – let them give a little info about their current operation – delivery, takeout, etc. Then begin the live tutorial. Follow with a game/ice breaker or tour of space. If the restaurant has recently been renovated, they can give us a virtual tour. If designer, architect, or vendor involved in the project is on the Zoom call, they can discuss the design process, challenges, successes, etc. If no tour, then a short game (game TBD, possibly trivia). And end with a poll/survey to see what people would like to do/see next time. If we can get prizes donated, we will also have a live giveaway.
- Contact person: Courtney.Crosby@hilton.com

Sunset Yoga (United Kingdom Chapter)

- Goal of event: Virtual yoga session to connect members
- Date of event: 13th May
- Event Duration: 90 minutes
- Program platform: Zoom
- Program structure: session includes half hour talk, half hour yoga, half hour relaxation. We intend to ask for optional donations with the signing up process. We also need to get everyone to sign a health disclaimer before they attend.

Mixology or Tasting Event Ideas (AC/Philly Region)

- Fidler—Whiskey tasting & education
- Tria—Wine Tasting
- Other Philly makers are selling right now like Philadelphia Distillery
- Make drink “live” with host. Maybe the restaurant would offer a voucher for 1 free drink when we are allowed out to get people to come in

Cooking Demo with Local Restaurant (AC/Philly Region)

- Banks Seafood
- Something attendees could make at home - could have a “kit” to purchase and make meal/treat live with host
- Include a Q&A – i.e. How the featured restaurant sees the industry changing? What they plan to do differently going forward? Discuss how best to support restaurants during this time

Game Night (Northwest Chapter)

We hosted (2) time slots Wed 4/15 - 6-7pm and 8-9pm... like it, share it, talk about going! It was a low-key trivia and social networking.

WFH - What's your work from home situation? (Northwest Chapter)

Tag a photo for a chance to win a gift card from June Baby (donated by Durkan)

New Co-workers (Northwest Chapter)

Tag a pic of your new coworkers (pets, babies, plants... wine bottle?) also a chance to win a gift card to June Baby (from Durkan)

Design Focused Trivia (New York Chapter)

Split members into groups (vendors paired with a designer)

Other ideas to consider for virtual events:

- Crowd Mics – makes smartphone in to microphone; can be used for Q&A sessions
- Ask attendees questions before event (i.e. what are you most looking forward to?)
- Giveaways (i.e. gift cards); can be sponsored
- Ask attendees to post pics from where they are attending from; ask to post pics of pets in house
- Virtual talent show in lieu of reception
- Virtual escape rooms
- Limit sessions to 45-50 minutes max before breaks