# Will Your Members say "I Do" to Chapter Events?

Michelle Coburn

SIGMA THETA TAU INTERNATIONAL

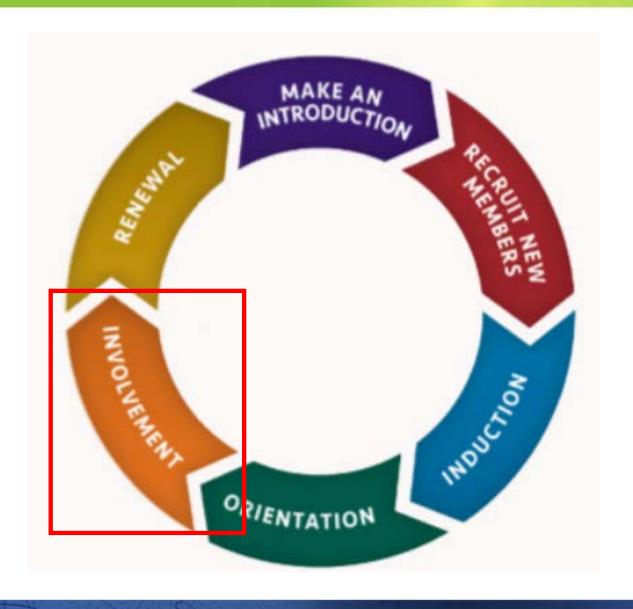
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## Faculty Disclosure

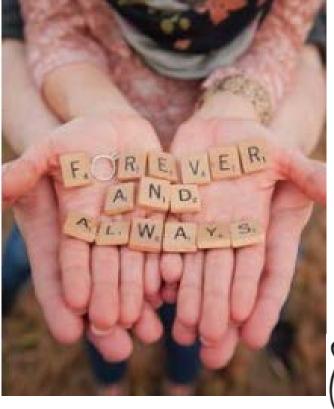
- Faculty Name: Michelle Coburn
- Conflicts of Interest: None
- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None

## **Objectives**

- Understand how to plan a successful event or program
- Develop program topics based on your chapter's budget and members' needs.



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# She said VESI



# Think about the best wedding(s) you have been to. What was your favorite thing about it?



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# Don't forget – You still have the rest of your lives. Don't spend all your money on one event!

## Setting the budget

- Venue rental
- Food and beverage, per person
- Registration platform
- Audio/visual
- Photography
- Speaker
- Entertainment
- Décor
- Favors



## Venue

- What will work for your members?
  - Hotel (\$\$\$)
  - Museum (\$\$\$)
  - o Theater (\$\$\$)
  - Local restaurant (\$\$)
  - Library (\$\$)
  - o Zoo (\$\$)
  - Park or community pool (\$)
  - Community center (\$)
  - University or hospital setting(\$)
- OSome places give a discount if you have your event on a weekday, or in the morning of a weekend.

## Food and Beverage

#### • Food:

- o Plated meal (\$\$\$)
- Appetizers only (\$\$)
- Dessert (\$)

#### • Beverage:

- Drink tickets (\$\$)
- o Cash bar (\$)
- Tea, Soda, Water (\$)



## Eventbrite and Eventzilla

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## Audio/Visual and Photography

- PowerPoint presentation or photos on a screen
- Do you need Internet connection?
- Who will be responsible for photographing the event?
  - Share with friends who were unable to attend
  - Use in future celebration promotions



## Speaker and Entertainment

- Do you have to pay your speaker?
- Will there be music?
  - o DJ
  - o Live band
  - o Background music on an iPod

## Décor

- Is there a theme?
  - o 1920s, 1950s, 1980s
  - o Red carpet
  - Beach party
- Buy in bulk at a party store to save money



## **Favors**

- Polaroids from photo booth/props
- Personalized products:
  - o Pens
  - o Cups
  - Keychains
  - Nail files

## Miscellaneous

- If there is alcohol being served, do we:
  - O Need to pay a bartender?
  - O Need additional insurance?
- Some locations have you pay for a security guard if you're over a certain number of attendees.
- Watch out for hidden costs! Some locations charge a cake-cutting fee, so you could have cupcakes, instead!
- What costs can you absorb related to the barriers your members face in attending events?
  - Facilitate ride-sharing or carpooling
  - o Child care



## #2 - Send the invitation early!



## When should we send?

- Traditional event notices should go out 6-8 weeks in advance.
  - o Give time to take off work.
  - Time to make travel arrangements for regional/consortium events.
- If it is a "destination wedding" where a lot of members will have to travel further, give more time.
  - o 3 months

## When should we ask for the RSVP?

- 2-3 weeks before your event.
  - O Gives you time to follow-up with members you haven't heard from. Phone call or email?
  - Gives you time to provide final headcount to venue, caterer, etc.



## What is included on the invite?

- Who is invited
  - o Members
  - Guests
  - o Children
- Attire
  - o Business casual/casual
  - o Theme/costume
- Web link for more information or to register



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## It's ok to delegate to others!

- Put together a committee to complete tasks before, during, and after your big day:
  - o Picking a theme/topic that meets members' needs. This might require sending a membership survey, to ensure you have the most-recent information.
  - Ensuring you stay on budget.
  - Setting up decorations and photo props.
  - o Greeting attendees and handing out name tags.
  - Sending out thank-you notes to everyone who attended.

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# Imagine the event, step by step, and make a 2-column list:

- I. What could go wrong
  - Bad weather at an outdoor venue
  - Speaker doesn't show up
- 2. Your contingency plan
  - Is there space for everyone inside?
  - Print out talking points on same topic

## #5 - Keep it social!

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## Have an event hashtag!

- Make it Unique: Search Twitter for the hashtag you have in mind. If it has been used recently, you will need to rethink it.
- Keep it Short: Remember, on Twitter you only have 140 characters to use.
- Make it Related: Your hashtag should reflect your event. Ex: Eta Pi Holiday Event (#EPHoliday).
- **Memorable:** You want your attendees to use this hashtag when they are talking about your event.





## Custom Snapchat filter

- \$5 per 20k square feet, per hour
- Does your university have graphic design students? Ask them to create it for you, and they can add that to their resume!

# Remember why you are here, and what you are creating.



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## Questions?

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