



Will Your Members say “I Do” to Chapter Events?

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Faculty Disclosure

- Faculty Name: Michelle Coburn
- Conflicts of Interest: None
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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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Together
Forever



She said
YES!



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

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#1



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

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Setting the budget

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

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Venue

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

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Food and Beverage

- Food:
 - Plated meal (\$\$\$)
 - Appetizers only (\$\$)
 - Dessert (\$)
- Beverage:
 - Drink tickets (\$\$)
 - Cash bar (\$)
 - Tea, Soda, Water (\$)



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Eventbrite and Eventzilla

Free for free events

It's absolutely free to post and promote your free events using our best-in-class features.

Easily track registrations for parties, classes, seminars, networking events, nonprofit events, tours and more.

Special promotional Rate! (USD \$)
Eventbrite Service Fee (New Organizers)

2.50% + \$0.59
per ticket sold

Eventbrite Service Fee is capped at \$19.95 per ticket for event organizers.

[Special nonprofit rate](#)

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Don't know which solutions your organization needs? Click on any icon below to learn more about each solution.

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EARLY GROWTH

Get established with our professional Growth package

\$25 MONTHLY
\$500 SETUP

EXPANSION

Amplify donor conversion rates with our Expansion package

\$50 MONTHLY
\$1000 SETUP

EXECUTIVE

Reach every possible audience with our Executive package

\$75 MONTHLY
\$1500 SETUP

 API INTEGRATION	✓	✓	✓
 BACK OFFICE VIRTUAL TERMINAL	✓	✓	✓
 CUSTOM EMAIL RECEIPTING	✓	✓	✓
 DONOR PORTAL	✓	✓	✓
 FACEBOOK APP	✓	✓	✓
 GIVING PAGES	✓	✓	✓

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?
 - DJ
 - Live band
 - Background music on an iPod

Décor

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



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Favors

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

Miscellaneous

- If there is alcohol being served, do we:
 - Need to pay a bartender?
 - 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
 - Child care

#2 – Send the invitation early!



When should we send?

- Traditional event notices should go out 6-8 weeks in advance.
 - 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.
 - 3 months

When should we ask for the RSVP?

- 2-3 weeks before your event.
 - 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.

*Répondez
S'il vous
plaît*

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What is included on the invite?

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

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#3



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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:
 - 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.
 - Greeting attendees and handing out name tags.
 - Sending out thank-you notes to everyone who attended.

the SOLUTION is
SELF-LESS-NESS

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PLAN:
B

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

1. 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.

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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!

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

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Questions?

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