

YPC Event Planning Guide

First of all, thank you for agreeing to be an **Event Coordinator**. Please contact your committee chair with any questions.

A few things to keep in mind while planning your event:

- You are representing the Young Professionals Connection as a whole – please keep this in mind when sending out any correspondence.
- It is very important to keep the key players informed at all times – including your committee chair. Please CC the VP of Social in all correspondence during your planning.
- The earlier an event is planned, the better chances we have of making a great impression.

CONTACT INFORMATION

Your name: E-mail:

Venue/organization/speaker:

Contact Name: Phone #/e-mail:

Event Host (you or a designated person to greet people and assist with sign-in):

Event Photographer (if not you):

Location: Date: Time:

Event Description (format, specials, cost, involvement from other committees, etc.) This description will be used to market the event, so be specific:

E-mail this form to the committee chair prior to and after the event. Thank you!

Thank you for your participation and contributions.

CHECKLIST

Two months prior to the event:

Please check the Greater Des Moines Partnership Website (www.desmoinesmetro.com) to ensure the company/organization/venue we are working with is a member business. If that is not the case, please contact the committee VP on how to proceed.

Determine whether or not the event could be a collaborative between the Social Committee and any other YPC Committee (Charitable, Civic, Professional Development, Diversity, Impact Downtown).

Make initial contact with venue/organization/speaker at least two months out. Present the contact with suggested event format and potential dates (check YPC calendar, GDMP calendar, and community calendar first). Ask what ideas he/she has (specials, activities, etc.)?

Send first page of this checklist to committee chair and prepare information that will be presented at upcoming committee meeting . Committee chair will:

- Make YPC board members aware and run details by Partnership (Jessica Walter and Mary Bontrager).
- Send details to marketing committee (Marketing VP) for e-vites, web updates, YPC weekly e-mail, etc.

One month prior to the event

Verify marketing details are up-to-date and e-vites, web updates, YPC weekly info, etc. are ready to go or already available.

Week of the event:

Follow-up with a courtesy call to contact to verify details. E-mail any updates to committee chair.

Pick up event materials from committee chair if he/she will not be attending:

- Sign in sheet
- Name tags
- Markers/pens
- Membership forms
- Upcoming events calendar (if available)
- YPC cards, banner (when appropriate)
- Thank you cards

Arrange with committee chair to pick up the YPC digital camera or feel free to use your own (if possible).

At the event:

- Arrive at the event 15 minutes early to set up the “meet and greet” table. If needed, make sure committee members are also available for tear down.
- Introduce yourself, ask attendees to sign in, and ask them to complete a name tag.
- Explain event details (specials, event format, etc.).

Thank you for your participation and contributions.

- Committee members mingle with guests and answer questions about YPC.
- Take photos of guests, write down names of people in photos if possible.
- Thank contact/speaker, ensure everything went smoothly, and clean up.

Wrap Up

Please write up a quick summary of your experience planning this event. What went well with the planning, what didn't, would you work with this venue in the future, who was the main contact for the event?

Any additional information you think would be useful to someone planning an event of this type in the future.

One week after the event:

Send thank you note (the preferred method of follow up is a YPC thank you note card).

E-mail or fax the list of attendees to Jessica Walter (e: jwalter@desmoinesmetro.com, p: 515-286-4924) who will add new guests to the prospect list and follow up.

Upload event photos to the YPC Website. If you do not have administrator access, please provide a copy to you committee chair. Notify Jessica Walter when this is complete so that she can include in the newsletter.

Send this completed checklist to committee chair for documentation.

Important Websites

YPC Calendar:

<http://ypcdsm.com/events.aspx>

Greater Des Moines Partnership Calendar:

<http://www.desmoinesmetro.com/index.asp#>

Greater Des Moines Partnership Member Directory:

<http://www.desmoinesmetro.com/directory/directory.asp>

Thank you for your participation and contributions.