

# Five Tips to Develop Dynamic Events

**43rd Biennial Convention**

Las Vegas, Nevada • 7-11 November 2015



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  - Sponsorship/Commercial Support: None



# Objectives

- Learn how to evaluate potential audiences to develop relevant program topics
- Develop a timeline to develop and communicate events
- Understand the logistics of planning a successful event or program



# What challenges does your group face with events?

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# #1

## Evaluate Need



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# Conduct a Survey

- Annual survey to adequately capture your changing member demographics and interests
- Provide ample time for members to complete the survey, and send plenty of reminders. Be sure to use words/phrases that capture their attention:
  - We need your opinion!
  - Help design your membership experience
  - What would you like to see from our chapter?
- Consider additional incentives to those who complete the survey, such as a drawing for a small gift card



# Sample Questions – Value and Investment

- Rank the value of each of the following chapter benefits on a scale of 1 to 5 (1 = Not no value to you, 5 = Very valuable to you)
  - Of the items you found most valuable, were you able to take advantage of them in the last year? Please explain.
- Do you believe your membership investment last year was fair, less than fair, or more than fair for the value you received?
- What suggestions do you have to help improve your chapter experience?
- How likely are you to recommend membership to a friend? (Include a comments field)



# Sample Questions – Challenges and Needs

- What are the top three professional challenges you are facing right now?
- What do you hope to receive from your chapter membership within the next year?
- Is there anything you would like to see added or enhanced about our service offerings?
- Do you intend to renew your membership? If not, what could we offer you that would make you renew?





# Sample Questions – Event Related

- What type of event interests you most?
  - Community Service
  - Networking
  - Educational
- As we plan this year's events, on which day of the week would you prefer that chapter events be held? (Please check all that apply.) What time of day would work best for you?
- Would you be interested in any virtual events, such as a webinar?
- How can the chapter make events more valuable to you? Please feel free to share any suggestions regarding future topics, formats, locations, speakers, duration, or any other event component that is important to you.
- Would you be willing to volunteer your time to help with one event this year?



# Analyze Your Results

- Use your answers to form goals for the next year. This is your strategic planning!
- Assign action items to each goal, and who is responsible to oversee each item.
  - For example: If your survey results showed that a large segment of members are interested in networking events, set a goal to host 1-2 networking events in the next year, and assign responsibility to someone.
- Ensure someone is able to follow-up with individuals who may have had questions when they completed their survey
- Did anyone indicate that they would be willing to help with the events of interest to them?



# #2

## Ask for Help



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# Types of Volunteers

- Committee members – Dedicated to helping for 6 months to 1 year, around specific topics such as:
  - Event/Program Planning
  - Communications
  - Publicity
  - Finance
- One-time volunteers – Dedicated to helping for a specific event or task, such as:
  - Hanging fliers and posters
  - Event setup
  - Welcoming Team
- One-time volunteers can then become committee members. Committee members can become board members!



# Defining Skills Needed for Success

Our Publicity Committee takes information from chapter leaders and works to create a buzz around the chapter and the membership experience. What qualities should people have to serve on this committee?

- They are good communicators who can clearly articulate and convey the value of your chapter to nonmembers and non-nurses.
- They are familiar with social networking sites such as Facebook, LinkedIn, or Twitter.
- They are willing to learn and adhere to organizational brand guidelines.



# Asking for a Volunteer Commitment

- Warm Body Recruitment
  - Good for short-and-one-time opportunities that don't require a specific skill. "We just need a warm body to complete this small task."
  - Use mass communication methods
  - Remind the person that volunteer time is fun, introduces them to new people, and looks good on their resume!
- Concentric Circles Recruitment
  - Good for asking someone to take the next step in their volunteer journey (from serving on a committee to being the chair; from being a chair to serving as a chapter leader; from general leadership to board leadership)
  - YOUR skills fit this specific role
  - This ask **MUST** be personal, and comes best from someone in that person's "circle".



# #3

## Develop a Timeline and Checklist



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## ❑ Determine the event specifications:

- If an educational event, will there be a PowerPoint presentation? Call for abstracts?
- If a networking event, will there be food/beverages?
- If a community service event, will there be a team formed?
- Is there an icebreaker activity scheduled, so attendees can get to know each other?
- Will attendees have to pay to register? Are costs different for members versus nonmembers?

## ❑ What is the budget for this event? Considerations:

- Location (Some locations will allow larger groups to rent a space for free, because it gives them free publicity!)
- Food and Beverages
- Audio/Visual components
- Invitation and additional communication costs
- Decorations and door prizes
- Name tags
- Handouts or programs
- Additional insurance costs for items such as alcohol
- If virtual, is the hosting platform free?





## ☐ Reserve space for the event

- Think outside the box: Library, community center, restaurant, park, museum
- What other spaces have been successful for your group?

## ☐ Determine who is invited to the event

- Members
- Potential members
- Family/friends of members
- Community/general public

## ☐ Who is the speaker or facilitator of the event?

## ☐ Is there a list of vendors that volunteers will be working with?

- Facility Manager
- Audio/Visual or I.T. Department lead



## ☐ What resources are available to help us complete this event?

- Communication templates from your organization
- Visitors Bureau

## ☐ How will people find out about this event?

- Types of communication (email, print pieces, social media, etc.)
- Who is responsible to deliver the communication?
- The invitation needs to be delivered **at least 6 weeks in advance**, so individuals have time to take off work or arrange for child care
- How frequently will reminders be delivered?

## ☐ Do people need to register or pay?

- What platform will be used for that?
- Is there a venue cap?



# #4

# Communicate, communicate, communicate!



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# “Rule of Seven”

**“A prospect needs to see or hear your message **at least seven times before they take action.**” Why?**

- Noise
- They don’t need you ... yet
- They are worried about price
- They don’t know or trust you







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# Diverse Messages

Do you have strong  
calls to action?

Your call to action should not be  
about the event, but what the member  
will get from attending!



What could you say instead of  
“Attend the next chapter event”?



# Diverse Communication Methods

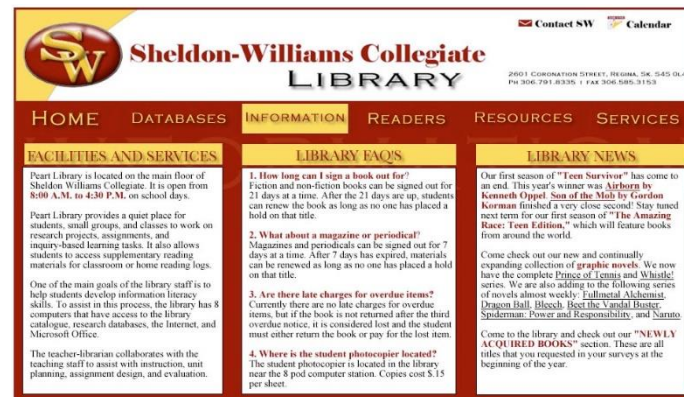
- Electronic
  - Email
  - Website
  - Social media
- Printed pieces
  - Mail
  - Fliers/brochures
- Word of Mouth
  - Telephone
  - In-person







# THE THE & THE GOOD BAD UGLY



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# Website

DO use small chunks of text with titles

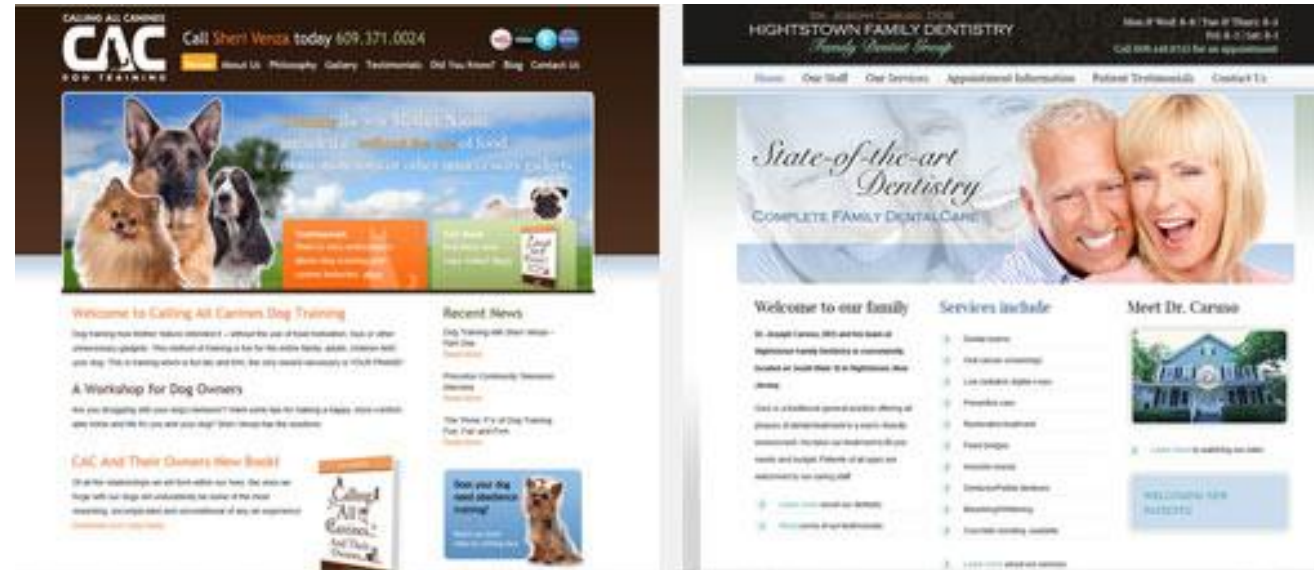
DO use good graphics sparingly

DO highlight general information

DON'T use harsh colors

DON'T cram in all the text you can fit

DON'T just copy your email messages



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# Social Media

- Create a hashtag for your larger events, so attendees can connect with each other
  - For example: #STTIVegas15 is the hashtag for this convention
- Use photos or short videos
- Post stories and information from other sources and ask questions
- Post often enough that you don't look abandoned

Page Activity Insights Settings Build Aud

**JOB Board** STTI Job Board

PHOTOS

**Sigma Theta Tau International** shared a link.  
Posted by Barry Stti [?] · Yesterday

U.S. News and World Report: For new nurses, a supportive, low-stress work environment is absolutely crucial to ensuring their success. Their first year of practice is a time for acquiring essential skills, building on their practical knowle... See More

**Bullying a Rising Concern for New Nurses**  
www.usnewsuniversitydirectory.com  
A new survey of over 2,000 nursing school graduates from the class of 2014 from Kaplan Test Prep revealed that bullying is breeding fear among new nurses.

Like · Comment · Share 51 Shares

58 people like this. Top Comments

Write a comment...

**Andrew Lopez** Did you know, Dr. Gia Baquiran Sison and I are discussing #Bullying tonight 9p ET on #MHStigma  
<https://www.facebook.com/events/795813093802452/>

**Workplace Bullying, Do We Suffer In Silence? Thursday, 9p ET, #MHStigma with Dr. Gia Sison & Andrew Lopez, RN**  
September 4 at 9:00pm  
#MHStigma hashtag on Twitter  
Join · 9 people went

Like · Reply · Remove Preview · 7 · Yesterday at 2:07pm

**Rebecca Van Hout** The only way to combat this is to refuse to participate in the perpetuation of this culture. I was greatly benefited by having a preceptor who nurtured me rather than bullied me and passed on a positive culture to the workplace I am in. I hope to pass ... See More  
Like · Reply · 2 · 14 hours ago

View 3 more comments

7,464 people reached **Boost Post**

**Sigma Theta Tau International** shared a link.  
Posted by Barry Stti [?] · September 3

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# Printed Pieces

- Sometimes, there's no substitute for a real, hand-held letter or invitation.
- Use your resources! Many organizations, like STTI, have collateral available that you can fill in and print.



Join Us!

EVENT

DATE TIME

LOCATION

CONTACT

HOSTED BY

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# Telephone and in-person



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# #5

## Execute Event and Ask for Feedback



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# Before the Event Starts ...

- Have volunteers arrive one hour before the event to set up. If extensive setup is necessary, request that the committee members arrive earlier.
- Check video, microphones, speakers, computers, and Internet access. This will ensure that you have enough time to call for any needed assistance before guests arrive.
- Are you asking attendees to sign in or fill out name tags?





# Welcoming Team

- Greets everyone who attends
  - If they are a first-time attendee, be sure to provide them with instructions or introduce them to someone else they can talk to
- Provides name tags and asks people to sign in (if applicable)
- Ensures people are talking to other attendees and aren't sitting by themselves
- Sets the mood for the rest of the event, so be sure your team is a group who is happy and likes to have fun!
- If you have a Twitter account, ask the Welcoming Team to tweet photos of attendees as they arrive and get settled



# During The Event

- Open the event with an icebreaker that focuses on introductions.
- Introduce presenters and their role(s) within the chapter/community, explain why guests were invited, share information about your chapter, and tell guests what additional involvement opportunities are available.
- If there are nonmembers present, consider playing a recruitment video or talking more about how to join your chapter



# Immediately Following Event

- Personally ask attendees to attend the next event(s)
- Provide an opportunity to volunteer at an upcoming event (sign-up sheet)
- Have Welcoming Team member escort attendees out and provide last-minute thanks.



# After the Event

- Have volunteers discuss what worked well and what might be changed for future events.
- Call or send thank you notes to attendees (sample on next slide)
- Follow up with those who did not attend.
- **Keep the buzz going!** Post an update on your chapter website, social media, and other locations that you communicate with members, so that the excitement and discussions can be relayed to members who were unable to attend.



Greetings,

[Chapter name] would like to thank you for attending [insert chapter event name].

We hope you had fun, and we look forward to seeing you at the next event:

[List the next event/activity that they can participate in.]

We truly appreciate your support. Please let us know if you have any questions.  
Thank you!

[Chapter name]

[Chapter contact information]

[Chapter website link]





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# Questions?

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# Upcoming Chapter Leader Sessions

- Monday:
  - E23 – Attract and Assess: Building a Successful Recruitment Plan
  - F23 – Financial Stewardship Through Policies and Procedures

