Engagement Through Events: 50 Tips in 50 Minutes

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To view the slides, go to: www.bit.ly/LC16Repository and search for: LEAD16A03
Faculty Disclosure

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Objectives

• Understand the logistics of planning a successful event or program

• Evaluate potential audiences to develop relevant program topics
#1 – Don’t spend most of the chapter budget on one event
#2 – Appoint a Program Planning Committee
#3 – Align events with your strategic goals. (Are you trying to increase your acceptance rate? Your retention rate?)
#4 – Have a finance committee work with the treasurer on budgets for each event
#5 – Host a Twitter Chat
Great #HLLearn @jbernoff! One more reason ppl write too long - they don't know what they're trying to say.

"Bold, clear & direct writing is universal." #HLlearn

Appreciate @jbernoff's writing tips (and sense of humor) #HLlearn

Stuff to remember

- You write too long. Get to the point.
- Purge passive voice, jargon, and weasel words.
- Paragraphs suck – reveal your structure.
- What are your desired Readers, Objective, Action, Impression?
#GammaChat

#TauTweets

#LambdaLive

#Liveat5
#6 - Have publicity committee develop a publicity plan that includes each event, as well as any chapter activities and successes you’ll be highlighting
#7 - Have one event each year open to nonmembers
#8 - Before planning an event, ask “Will this be a direct benefit to our members?”
#9 - Let members sign up to present Lunch and Learn sessions each month
#10 – Have a standard post-event survey. What went well? How could we improve? Do you have additional comments or suggestions for future program topics?
#11 – Send your post-event survey within one week of the event.
#12 – Partner with chapters in your region to expand your reach and your budget
#13 – Ask local hotels and restaurants to provide space for a social event
#14 – Looking for topic ideas? Use the Global Health Days on the World Health Organization website (World AIDS Day is 1 December)
#15 - Survey members to find out how you can plan events that meet their needs.

“What are the top three professional challenges you are facing right now?”
#16 - Use event registration software
• Eventbrite and Eventzilla
  o Both are free if your event is free
  o If your event is not free, sites like this charge $1/person and a credit card processing fee (around 3%)

• Paperless Transactions
  o “event registration and donor management combined with cost-effective, secure payment processing.”
  o Monthly fee, starting at $25
#17 - Have a “Happy Hour” on the day and hour your chapter was chartered.
#18 – Give your event a good name. Don’t call it “Member Engagement Event”
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- Great titles are PINC:
  - They make a promise (50 Tips in 50 Minutes)
  - They create intrigue (The Seven Wonders That Will Change Your Life)
  - They identify a need (The Total Money Makeover: A Proven Plan for Financial Fitness) OR
  - They simply state the content (Why We Get Fat)

#19 - Always be on the lookout for sponsors.

- Monetary Donations
- Donations of meeting space
- Food and beverage
- Gift cards, goodie bags, door prizes
- One free night at a local hotel
#20 – Try different types of events

- Speech/Keynote
- Discussion Panel
- Roundtable Discussions
- Discussion Groups
- Journal Club
- Lunch or Coffee Group
- Book club
- Full-day Seminar
#21 - Put mints out during networking events
#22 - Record sessions and post them on your website to extend your member reach
#23 - Partner with local hospitals to complete a community activity for Nurses Week (6-12 May)
#24 - Browse the Virginia Henderson Global Nursing e-repository to find potential speakers in your chapter/area
http://www.nursinglibrary.org

Welcome! The Henderson Repository, a resource of the Honor Society of Nursing, Sigma Theta Tau International, offers:

- Online Dissemination. It is a global digital service that collects, preserves and shares nursing research and evidence-based practice materials.
- Free Open Access. There is no charge to submitting nurse authors and no access fee for online patrons.
- Peer Review. Submissions to collections under the Independent Submissions community are peer-reviewed.

It is open to both STTI members and non-members.

Welcome to the Henderson Repository.
#25 - Host virtual events periodically for members who aren’t able to make in-person events
#26 - Use free trials of different software to see which works best for your virtual events.

- GoToWebinar
- Adobe Connect
- Freeconferencecall.com
- Join.me
#27 - Surprise attendees with door prizes & giveaways. If you need ideas, try Pinterest!
We love our nurses to “Pieces”

You’re O-Fish-ly our favorite!

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#28 – Use established community service events as an opportunity to bring members together (Habitat for Humanity, Race for the Cure, etc.)
#29 - Ask your visitors’ bureau for ideas and resources
#30 - Have a welcoming team at every event
#31 - Watch for other industry or community events when scheduling
#32 - At every event, ask board members to stand and introduce themselves
#33 - Develop event-specific hashtags and remind attendees to use it

#STTILC16
#34 - At each event, have a sign-up sheet of small volunteer roles for the next event
#35 - Give early-bird incentives.  
(First 20 to register get …)
#36 - Once a year, have a Friends and Family Event. This may be the only event some of your members can make it to!
#37 – During events, collect and save images to use in the promotion for the next similar event
#38 - Attitude is contagious.
#39 - Have a Plan B

• Imagine the event, step by step, and make a 2-column list:
  1. What could go wrong
  2. Your contingency plan

• Be prepared for the unexpected.
  o Maybe the sound system fails.
  o Maybe your keynote presenter can’t make it.
#41 - Make sure you have adequate insurance
#42 - Milestones can be even more festive when a creative theme is chosen to set the tone.

- 80s party for chapters that chartered in the 1980s
- Beta Chi Chapter did a “Wine and Wigs for Water” fundraiser
- National or regional festivities/holidays: Mardi Gras, Independence Day, etc.
#43 - Develop a check list for each event that includes responsibilities
#44 – Fundraise for your next big event. Think of items that nonmembers would like.

- “I Love a Nurse” t-shirts or “Support nurses” ribbon magnets
- Discount cards for community restaurants
- Host a CPR class
- Sell concessions at a local event
- Professional headshots at a hospital or university
#45 - Buy in bulk
(Plates, napkins, utensils, snacks, etc.)
#46 - Incorporate a networking component into every event
#47 - Hand out chapter business cards that contain your chapter’s website and other contact information
#48 - Involve the community during International Nurses Day (12 May). Everyone knows a nurse!
#49 - People love to eat!
#50 - Personally and publically thank volunteers who served at events.
#51 - Under-promise and over deliver.
#52 - Update sponsors on the impact of their donation
#53 - Use in-person events as an opportunity to get video testimonials.
#54 – Save time by downloading templates (invitations, newsletters, fliers, brochures)
#55 - Have a calendar of events on your website that is at least 6 months in advance
#56 – Invite special guests, such as the local dean or chief nursing officer
Reference

Questions?