



# Engagement Through Events: 50 Tips in 50 Minutes

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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 the logistics of planning a successful event or program
- Evaluate potential audiences to develop relevant program topics

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#1 – Don't spend most of the chapter budget  
on one event

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# #2 – Appoint a Program Planning Committee



#3 – Align events with your strategic goals.  
(Are you trying to increase your acceptance  
rate? Your retention rate?)

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#4 – Have a finance committee work with the treasurer on budgets for each event

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# #5 – Host a Twitter Chat

# #hlearn

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Live

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**Molly Talbert** @MollyTalbert · Jun 23

Great #HLLearn @jbernoff ! One more reason ppl write too long - they don't know what they're trying to say.



**Caitlin McDanel** @CaitlinMcDanel · Jun 23

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



**Michelle Coburn** @MichelleAtSTTI · Jun 23

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

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#6 - Have publicity committee develop a publicity plan that includes each event, as well as any chapter activities and successes you'll be highlighting

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#7 - Have one event each year open to nonmembers

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#8 - Before planning an event, ask “Will this be a direct benefit to our members?”

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#9 - Let members sign up to present Lunch and Learn sessions each month

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#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?

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#11 – Send your post-event survey within one week of the event.

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#12 – Partner with chapters in your region  
to expand your reach and your budget

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#13 – Ask local hotels and restaurants to provide space for a social event

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#14 – Looking for topic ideas? Use the  
Global Health Days on the  
World Health Organization website  
(World AIDS Day is 1 December)

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#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?”

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# #16 - Use event registration software

- **Eventbrite and Eventzilla**
  - Both are free if your event is free
  - If your event is not free, sites like this charge \$1/person and a credit card processing fee (around 3%)
- **Paperless Transactions**
  - “event registration and donor management combined with cost-effective, secure payment processing.”
  - Monthly fee, starting at \$25

#17 - Have a “Happy Hour” on the day and hour your chapter was chartered.

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#18 – Give your event a good name. Don't call it “Member Engagement Event”

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# #18 – Give your event a good name. Don't call it “Member Engagement Event”

- Great titles are **PINC**:
  - They make a **p**romise (50 Tips in 50 Minutes)
  - They create **i**ntrigue (The Seven Wonders That Will Change Your Life)
  - They identify a **n**eed (The Total Money Makeover: A Proven Plan for Financial Fitness) OR
  - They simply state the **c**ontent (Why We Get Fat)

Hyatt, Michael. [2011] “Four Strategies for Creating Titles that Jump off the Page.”



# #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

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#23 - Partner with local hospitals to complete a community activity for Nurses Week (6-12 May)

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#24 - Browse the Virginia Henderson Global Nursing e-repository to find potential speakers in your chapter/area

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Thompson, Kimberly;

**QUICK GUIDES**



#25 - Host virtual events periodically for members who aren't able to make in-person events

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## #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!

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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.)

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#29 - Ask your visitors' bureau for ideas and resources

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#30 - Have a welcoming team at every event

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#3 | - Watch for other industry or community events when scheduling

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**#32 - At every event, ask board members to stand and introduce themselves**

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#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

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#35 - Give early-bird incentives.  
(First 20 to register get ...)

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#36 - Once a year, have a Friends and Family Event.  
This may be the only event some of your members  
can make it to!

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#37 – During events, collect and save images to use in the promotion for the next similar event

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## #38 - Attitude is contagious.



## #39 - Have a Plan B

- Imagine the event, step by step, and make a 2column list:
  1. What could go wrong
  2. Your contingency plan
- Be prepared for the unexpected.
  - Maybe the sound system fails.
  - Maybe your keynote presenter can't make it.

#40 - Communicate every possible detail in advance.  
Parking? Directions? Dress code? Guests? Cost?

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#41 - Make sure you have adequate insurance

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## #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

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# #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

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#45 - Buy in bulk  
(Plates, napkins, utensils, snacks, etc.)

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#46 - Incorporate a networking component  
into every event

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**#47 - Hand out chapter business cards that contain your chapter's website and other contact information**

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#48 - Involve the community during  
International Nurses Day (12 May).  
Everyone knows a nurse!

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#49 - People love to eat!

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#50 - Personally and publically thank  
volunteers who served at events.

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#5 | - Under-promise and over deliver.

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#52 - Update sponsors on the impact of their donation

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#53 - Use in-person events as an opportunity to get video testimonials.

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#54 – Save time by downloading templates  
(invitations, newsletters, fliers, brochures)

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#55 - Have a calendar of events on your website that is at least 6 months in advance

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#56 – Invite special guests, such as the local dean or chief nursing officer

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- Hyatt, Michael. [2011] “Four Strategies for Creating Titles that Jump off the Page.” [Online]. Retrieved from <http://michaelhyatt.com/four-strategies-for-creating-titles-that-jump-off-the-page.html>. Accessed on 10 August 2016.

Questions?

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