Producing Quality Events
In the Chamber World, What is an Event?

- Banquets
- Fund Raisers
- Auctions
- Parades
- Membership Drive
- Festivals
- Golf Tournaments
- Trade Shows
- Health Fairs
- Leadership Class
What other events do you do?

- Luncheons
- Business After Hours Mixers
- Committee Meetings
- Board Meetings
- Breakfast or Lunch with the Chairman

Basically anything you do or plan that puts you and a member in the same room, at the same time – is an EVENT!
Step One

What is it for?
What are the goals – Budgetary, Attendance, Networking, Etc.???

Have a defined purpose!

Share the purpose with all involved!
Step Two

» Who will be involved in planning and who is it for?
Who is it for?

- Community Members
- Chamber Members
- City Council Members
- Staff Members
- Board Members
- Media Members
Who is going to be involved

- Who is developing the idea?
- Who is going to produce the idea?
- Who is going to budget the idea?
- Who is going to market the idea?
- Who has already done the idea?
- Who is going to review the event?
Step Three

» When is it?
Is it scheduled?

- Is it on the Chamber Calendar?
- Is it on the Member’s Calendars?
- Is it on the Venue’s Calendar?
- Is it on the City’s Calendar?
- Is it on the Media’s Calendar?
- Is it on your Chairman’s Calendar?
- Is it on your own Calendar???
Set a Timeline

Don’t wait for one event to finish before you start the next!

Have a timeline with responsibilities defined!

Share the timeline with the staff & committee!

Read your own timeline!!!
Awards to do List:

- Confirm event date with Chair and incoming Chair
- Select award chair(s)
- Confirm venue
- Have committee meeting (Dec.)
- Decorations (by committee choice)
- Invite – mail at least one week prior to Christmas Break to entire membership.
- Nominations Forms out by November
- Nomination Deadline by December 20
- Ballots out by January 1 (past recipients vote only on their award & Board of Directors on all)
- Order trophies (call in advance so they have them, and then send names when finalized) Don’t forget to include outgoing board members, chairman’s plaque.
- Programs (6 per table)
- Reservations – tables/individuals
- Table layouts – take extras to event for directions
- Reservation lists & pens
- Take 2 tablecloths to cover awards on stage tables.

Take a gavel to “pass”

- Power point (highly recommend contracting with venue for all sound, screens and commercial projectors – as well as all cabling and hookup technicians)
- Decorations
- Directories – take if produced in time for distribution
- Script (two copies in notebooks at two podiums, extra for power point and for CEO)
- Award winner envelops/cards
- Award winner descriptions in MC’s book – either another envelop/card or printed
- Legislative Certificates – contact in advance to get them to the chamber to be sorted together to place with awards at least the day before the event (asking them to keep the winners names confidential)
- Checks if needed (for musicians, etc.)
- Table stakes and table numbers / or sponsor signs
<table>
<thead>
<tr>
<th>Committee Chairman Appointment</th>
<th>January</th>
<th>Name: Paul Slechta</th>
<th>Completed X Tom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committee Meetings Scheduled – Monthly (5 months)</td>
<td>April – September</td>
<td>April 6, May 4, July 20, Aug. 17, Sept. 14</td>
<td></td>
</tr>
<tr>
<td>Order Brochure Paper &amp; Program Paper</td>
<td>July</td>
<td>Design – RaDonna Printed – Paul</td>
<td>Mailed 07–17</td>
</tr>
<tr>
<td>Confirm Date / Golf Course</td>
<td>January (or earlier) (First Monday in October)</td>
<td>Mon., Sept. 28 Per Walter</td>
<td>X RaDonna</td>
</tr>
<tr>
<td>Overview of rules / costs / games</td>
<td>April Meeting</td>
<td>Paul</td>
<td>Completed</td>
</tr>
<tr>
<td>Sponsor Letters – April (remember to contact previous to confirm their sponsorship)</td>
<td></td>
<td>Confirmed Classic for 2013 – $6,000</td>
<td>Completed</td>
</tr>
<tr>
<td>Letter of sponsorships – Marketing Opportunities to members by June newsletter</td>
<td>June 1 – Newsletter July Newsletter RaDonna</td>
<td></td>
<td>Completed</td>
</tr>
<tr>
<td>Golf Ball / Golf Towel sponsor needed – order</td>
<td>July Committee</td>
<td>Paul Slechta</td>
<td>(need golf ball sponsor!)</td>
</tr>
<tr>
<td>Golf shirt / jacket sponsor needed – look to new companies</td>
<td>Committee</td>
<td>Baylor Hospital!</td>
<td>Completed</td>
</tr>
</tbody>
</table>
Make notes on your agenda this year, so you don’t have to recreate, research or waste time next year!!!

### TENTATIVE SCHEDULE

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 a.m.</td>
<td><strong>Bus leaving Grapevine Chamber</strong>. 200 Vine Street, Grapevine, TX 76051</td>
</tr>
<tr>
<td></td>
<td>Lone Star Coaches, Inc., PO Box 531668, GP 75053 800-933-1132, Charter#22521</td>
</tr>
<tr>
<td></td>
<td>Booked 9-29-14 – Gary Nelson: <a href="mailto:gary@lonestarcoaches.com">gary@lonestarcoaches.com</a>  $1,375 5:45 am/11:30 pm</td>
</tr>
<tr>
<td>9:45 a.m.</td>
<td><strong>Bus arrives in Austin at Capital</strong></td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td><strong>Visit in the House of Representatives</strong> (Representative Capriglione)</td>
</tr>
<tr>
<td>10:30 a.m.</td>
<td><strong>Visit in the State Senate</strong> (Senator Nelson / Senator Hancock)</td>
</tr>
<tr>
<td>11:00 a.m. / 11:15 a.m.</td>
<td><strong>Tours of the Capital</strong> (divided into 2 groups of 25 per Amanda Calongne)</td>
</tr>
<tr>
<td></td>
<td>Amanda Calongne, Chief of Staff, State Representative Giovanni Capriglione</td>
</tr>
<tr>
<td></td>
<td>1100 Bear Creek Pkwy, Keller, TX 76248 (physical address), P.O. Box 770, Keller, TX 76244 (mailing address) (817) 807-8010 <a href="mailto:Amanda.Calongne@house.state.tx.us">Amanda.Calongne@house.state.tx.us</a></td>
</tr>
<tr>
<td>12:30 p.m.</td>
<td><strong>Lunch at Serrano’s (Legislators have been invited via email from Susan Young)</strong></td>
</tr>
<tr>
<td></td>
<td>Abel Estrada, GM – Director of Events and Catering, Serranos Especial</td>
</tr>
<tr>
<td></td>
<td>1111 Red River, Austin, TX 78701 Main (512) 322-9080 <a href="mailto:catering@serranospecial.com">catering@serranospecial.com</a>  <a href="http://www.cafeserranos.com">www.cafeserranos.com</a></td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td><strong>Grapevine attendees to deliver Thank You cards</strong> from Grapevine Chamber to all offices (picking up Rep or Sen. Business card at each office)</td>
</tr>
<tr>
<td>3:00 p.m.</td>
<td><strong>Meet in Capitol Extension Auditorium</strong></td>
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<tr>
<td></td>
<td>(Susan Young, District Director, State Senator Kelly Hancock, 817 514-3804, <a href="mailto:Susan.Young@senate.state.tx.us">Susan.Young@senate.state.tx.us</a>)</td>
</tr>
<tr>
<td>3:20 – 3:40 p.m.</td>
<td>Senator Jane Nelson</td>
</tr>
<tr>
<td>3:40 – 4:00 p.m.</td>
<td>Senator Kelly Hancock</td>
</tr>
<tr>
<td>4:00 – 4:20 p.m.</td>
<td>Senator Konni Burton</td>
</tr>
<tr>
<td>4:20 – 4:40 p.m.</td>
<td>Break</td>
</tr>
<tr>
<td>4:40 – 5:00 p.m.</td>
<td>Representative Giovanni Capriglione</td>
</tr>
<tr>
<td></td>
<td>(leave quietly – other groups hearing from two more legislators after this)</td>
</tr>
<tr>
<td>5:00 p.m.</td>
<td><strong>Meet Bus to take participants to 6th Street</strong> (dinner on your own)</td>
</tr>
<tr>
<td>7:00 p.m.</td>
<td><strong>Meet bus head home</strong></td>
</tr>
<tr>
<td>11:00 p.m.</td>
<td><strong>Bus arrives back in Grapevine</strong></td>
</tr>
</tbody>
</table>

Grapevine Day in Austin – Cost includes bus transportation, lunch and snacks on bus. (Dinner will be “on your own” on 6th St.) –

2014 – 2015 Leadership Class – $ Free

Others - $75.00 per person
Besides planning the day – plan the event. Have a production schedule, and STICK TO IT!!!

Start on time – Stay on time – Finish on time!

From planning the event to the event itself, no excuses.
Step Four

» Where is it?
Where will you be & will it work

- Will your facility work for your event?
- What do you need to make it work?
- Is there anything you can add to the facility to improve the overall event?
- Who will be there to get it set up – make sure that you are there before your guests!
- Don’t leave set up to chance.
- Don’t forget tear down – have a plan and people!
Step Five

» How do you do it?
How to make it successful

- Keep the event focused and timely – have an agenda, and stick to the agenda, and finish ahead of the agenda!
- Only add details that are sustainable.
- Image development of marketing – and remember that quality breeds quality!
- Let your players play!!!
- Never assume anything.
Develop a base to work from.

Grapevine Golf Classic – 56 teams to play, only 11 available for sale after sponsor slots taken!!! Sold out event the last 3 years.

Grapevine Chamber of Commerce
2012 Sponsorship Opportunities
(Sponsorships are above and beyond normal dues investment)

**Diamond Sponsor - $15,000.00**
(Additional Sponsorships ($11,000) to be selected from list below. Women’s Division sponsorships or any advertising sales are not considered for this level)
* (2) 4-man teams & tee box sponsor for Golf Tournament
* (1) Luncheon Sponsorship
* (1) Table of eight at Annual Awards Banquet
* (2) Monthly Luncheon Reservations
* (1) Leadership Grapevine Participant – as event occurs
* Listed Sponsor for all Chamber events

**Platinum Sponsor - $10,000.00**
(Additional Sponsorships ($6,000) to be selected from list below. Women’s Division sponsorships or any advertising sales are not considered for this level)
* (2) 4-man teams & tee box sponsor for Golf Tournament
* (1) Luncheon Sponsorship
* (1) Table of eight at Annual Awards Banquet
* (2) Monthly Luncheon Reservations
* (1) Leadership Grapevine Participant – as event occurs
* Listed Sponsor for all Chamber events

**Gold Sponsor - $4,000.00**
* (2) 4-man teams & tee box sponsor for Annual Golf Tournament
* (1) Luncheon Sponsorship
* (1) Table of eight at Annual Awards Banquet
* (2) Monthly Luncheon Reservations
* (1) Leadership Grapevine Participant – as event occurs
* Listed Sponsor for all Chamber events

**Silver Sponsor - $3,000.00**
* (1) 4-man team for Annual Golf Tournament
* (1) Table of eight at Annual Awards Banquet
* (2) Monthly Luncheon Reservations
* (1) Leadership Grapevine Participant
* Listed Sponsor for all Chamber events

**Bronze Sponsor - $1,850.00**
* (1) 4-man team for Annual Golf Tournament
* (4) Tickets Annual Awards Banquet
* (1) Monthly Luncheon Reservation
* Listed Sponsor for all Chamber events
Step Six

» Why???????
Why?????

- After the event is over, ask yourself why you did it, and did you succeed.
- After the event is over, if a committee was involved, get them together and evaluate it – from their point of view. Make notes and next year, actually read them again! (and don’t forget to thank them!)
- If the only reason you did it, was because you have always done it, then perhaps you shouldn’t do it again! If your event is old and tired, then your chamber might be too.
Quality Events take Quality Planning

RaDonna Hessel, IOM, CCE
Grapevine Chamber of Commerce – CEO
200 Vine Street, Grapevine TX 76051
817-481-1522, Cell: 972-839-2126
RaDonna@GrapevineChamber.org
www.GrapevineChamber.org