

Event Implementation Template

- 3-6 months in advance
 - Determine if this is a members-only event or if nonmembers also will be invited (inviting nonmembers is a great recruitment tool).
 - Using the Quarterly Membership Roster (emailed to society leaders), determine your estimated attendance for the event (on average, 20-30 percent of all invited guests will attend).
 - Select a central location for members in your district/local.
 - Consult the Creating a Cordial Atmosphere guide, located in the Event Resource Center at www.padental.org/crc.
 - Select possible dates for the event (please consider religious holidays, the PDA calendar www.padental.org/calendar, as well as other local calendars in close proximity, when choosing a date).
 - Research facilities to hold an event, request proposals, select the menu in accordance with the budget/style of event. Be sure to include options that meet dietary restrictions – vegan, vegetarian, kosher and specific allergies like nuts and shellfish.
 - Select a venue, review and sign event contract.
 - Book speaker/presenter (if applicable).

- 12+ weeks before event
 - As soon as the contract has been signed, begin publicizing the event (invitation, email, phone calls, newsletter or PDA's Program Assistance). If you require RSVP's, make sure you indicate how attendees should RSVP, what information you need (Guest's name? Email? Phone number?) and the date by which they must RSVP.
 - **Consider utilizing PDA's Program Assistance to promote and handle registration for your event.** See the Program Assistance Request form located in the Component Resource Center.
 - *Tip:* determine what day you must give your final count to the venue and then move it forward one-two weeks for your RSVP deadline date. For instance, if your guest count is due March 21, set your RSVP date as March 14. This allows a little wiggle room for those who miss the deadline, as well as last-minute cancellations.

- 10 weeks before event
 - Track received RSVP's using a Microsoft Excel spreadsheet. It's also helpful to track responses on a newly-saved copy of your membership roster by highlighting the individuals who are attending or who have declined your invitation.

- 6 weeks before event
 - Send a follow-up email invitation reminding everyone that the deadline to register is approaching.
 - Use society volunteers to begin calling those members you haven't heard from yet. Using your membership roster, first remove those who have responded, and then divide your list up (no more than 12 people per volunteer). Provide volunteers with a call script. A personal phone call inviting a member to attend speaks volumes and can really help boost your attendance numbers.
 - Confirm final event details (presentation needs, travel times, hotel, cell phone, etc.) with speaker/presenter (if applicable).

- 4 weeks before event
 - Send confirmations to everyone who has registered. Continue a rolling confirmation distribution (weekly) for any remaining registrations you receive.
 - Assign society volunteers specific jobs at the event. Some examples:
 - Have a few volunteers stand at the door and welcome everyone that arrives.
 - Make sure you have volunteers who will mingle and get around to each table/group to introduce themselves.
 - Assign specific volunteers to special guests that are attending (i.e. a member that has never attended before, a new dentist/new member, a non-member, etc.) to make sure they feel welcome.

- 2 weeks before event
 - Depending on your contract, give the location your final count and submit payment of the final bill (this could be done after event, depending on the location you choose)

- Week of event
 - Print name tags, food tent cards (if applicable) and gather materials to be featured (brochures, etc.)
 - *Tip:* Contact PDA for literature to feature at your event. We typically have extra copies of the *Pennsylvania Dental Journal* and other important publications to share with members and nonmembers and we'll ship everything to you free of charge!

- Day of event
 - Set up a registration table – here you can check people in for the event and display their name tags or other important materials.
 - Take photos.
 - Make sure volunteers are performing their assigned duties.
 - Have fun!

- After the event
 - Share a summary via email, in your next newsletter or on your society's Facebook page (if applicable). Include photos from the event.
 - Send a follow up thank you email to those that attended. Send a special thank you email to nonmembers and consider including an application for membership. View a sample event follow-up email the Component Resource Center.
 - *Tip:* Contact PDA to help you include any current dues specials available in your follow up letter to nonmembers.