

### Events Timeline

#### 8 weeks prior to the start of event

- Request event graphics – see the “Graphics” section for details.
- Start collecting the required data for the online event request form – see the “How to Submit an Event Request” section for details.

#### 6 weeks prior to the start of event

- Submit the online event request form.  
**Note: You cannot start the form and come back to it later. It must be completed in one sitting.**
- Allow for up to five business days for the event to be built and a draft sent to you. You will be given an opportunity to review the dedicated webpage, registration form (if applicable) and dedicated email blast.

### Event Promotion

All IIDA NE events\* will receive the following promotion.

- Two posts on social media
- 1 dedicated email blast
- Inclusion in Chapter’s bi-weekly event email blast

*\*Excludes Business Leaders Breakfast, Design Awards, Fashion Show & Croquet*

### Graphics

Every event needs three graphics and all three will be required when you submit the online event request form so please have these ready.

- One banner - 980x400
- Two different squares – 1080x1080

### Step by Step Process

1. Have a complete understanding of the details within this manual.
2. Work directly with your committee and collect all event data and graphics that are needed. Reference the following section, “The Event Request Form” for what data you’ll need.
3. Complete the online event request form. Be sure to use the link in the dropbox for the most recent version. *TIP: Bookmark the URL: [www.iidane.org/event-requests](http://www.iidane.org/event-requests)*
4. **Once the event is over, your job isn’t!** Let’s share details whether it’s a screenshot of the event, pictures, how much money was raised, what attendees said, etc.

### The Event Request Form

Here is an overview of the data you will need to provide in the online form. Remember, you will need all of this information in order to submit your event request form. Feel free to use this to check off each item as it’s collected so that you know when you’re ready to fill out the online form.

#### Event Details

- Identify the committee responsible for the event
- Will the event be held virtually or in person?
  - If in person, identify specific location details (name and full address of venue)
- Name of event
- Date of the event including start time and end time
- Schedule of event (may not be applicable for virtual events)
- Event description – creative text that will be used in emails and the website

#### Registration

- Registration pricing including member pricing vs non-member pricing, etc. In addition, be sure your pricing includes the extra \$3 per person for Advocacy through our [One Bill At A Time Campaign](#).
- Event capacity, i.e. your venue will only accommodate 40 people. This tells staff to limit the number of people that can sign up.
- Will you be allowing people to register onsite at the event? Or will you be selling any raffle or drink tickets onsite at the event? This tells staff that we will need to get you set up with our Square system so that you can accept onsite payments.

#### Email Promotion

- Select your first and second preference for when your dedicated email will be sent
  - We recommend that your dedicated email blast be sent approximately one month prior to the start of your event

## Event Request Manual

Updated 2/7/2023

### **Insurance**

- Will there be food & beverage served at the event?
- Will there be alcohol served?
  - No
  - Yes - cash bar
  - Yes - hosted bar
  - Yes - hosted & cash (eg; 1 free drink ticket and other drinks are paid for by attendee)
- Who will be providing the food & beverage (include the alcohol provider)? List the caterer company name, phone number and website address.

### **Promotion**

Every event is required to have two social media posts advertising the event. We also send one dedicated email blast for each event. You will be required to upload and provide the following information for BOTH social media posts.

#### Social Media Post #1

- Caption (make it enticing and concise)
- Hashtags or tags
- Preferred Posting Date
- 1080x1080 graphic

#### Social Media Post #2

- Caption (make it enticing and concise)
- Hashtags or tags
- Preferred Posting Date
- 1080x1080 graphic

Every event gets a dedicated email blast. You will be required to upload a 980x400 banner.

- 980x400 graphic

You will also have an opportunity at the end of the online form to provide any additional information.