

NEWH Events Call March 6, 2018

Invited participants:
Chapter Presidents, Chapter VPs/Development, Programming and Fundraising Directors

Please mark your calendar to participate in the next quarterly Events call. You will get a Ready Talk invite for the call.

- June 5
- August 20

Choose the time that works for you:

- 8:00am Pacific/11:00am Eastern
- 4:00pm Pacific/7:00pm Eastern

Chapter Event Status/Updates

San Francisco – Last week they had their fundraising event which was a black-tie gala. It was well attended, 187 people. They celebrated their TopID and scholarship winners – all of which were able to attend. They had a big check made for them. This was their 3rd year doing it, 2nd year as fundraiser. Had it at Olympic Club – pretty prestigious place but may have to find a bigger venue for next year.

Atlanta – they had their first event in February – had about 60 people in a restaurant in downtown Atlanta. The local design firm was there to represent, and they were lucky the restaurant had live music that night. A good mix and mingle event. Next week is the regional tradeshow in Atlanta – they are hosting an event the night before at a hotel lobby bar that's close to the tradeshow location. They secured sponsors so have a nice tab for the F&B at the hotel that night. Their programming chair contacted many vendor contacts and the tradeshow boosted interest to secure sponsors since many people will be in town for it.

Memphis – had an event this past year and gave 50% off memberships who joined that night. They are doing their first event this week, free to members/nonmembers.

Question, when do they first start charging to nonmembers?

As regional groups start up, events should be low cost to put on and low cost for people to attend. Once they start building up their membership, they can better justify the difference in member/nonmember ticket prices – where people want to be a part of what you are doing. Regional groups can hold up to three funded events per year – a budget has to be pre-approved before event planning can take place. (Memphis is doing great! And can start holding ticketed events as they see fit.)

Washington DC – they are doing two programs fully focused on students. They have a small committee that is in charge of outreach to the schools to help get students more engaged. They are having an event in June focusing on students and young designers, with a color trend focus.

Sunshine – They have a CEU coming up – most of their time their CEUs are directed toward interior design, but this time are also including architecture – it's at the AIA office.

Chicago – they have a new member event coming up this month. They are asking all board members to come out and introduce themselves to new members before their bigger fundraising event, in order to make them feel comfortable and meet people prior. They have an event in the works for end of May – a panel discussion, on being your own boss, making the leap to running your own business (design, manufacturing, product development, procurement). Speakers will tell their stories and why they made that leap, pros and cons, Q&A, etc.

Last year they did an education event called Be Original – and it was about coming up with your own ideas, using legitimate products, it was very interesting. They also did a tour of the new Hyatt HQ located in Chicago. They are going to do a community service event as they did last year with Rebuilding Together – home owners in lower income areas where their house needs work.

Dallas – cutting back to four events this year to not burn anyone out. They just had their first tour at the Dallas Museum of Art, more of a walking tour. Last week they did E3 event – a student night. Students come in and they have a panel of designers/principals who talk about the industry and how they got involved. They do a hard hat presentation and it's how each person in the industry relates and how many hats they wear. They ended up having 25 students. They have a March event which is a membership drive.

Rocky Mountain – last year did a member only tour of a restaurant tour – chef talked about the design and was very interesting for designers to attend. Their first event this year will be the design firm that punch bowl social – tour and happy hour.

Ideas/Suggestions

Sunshine – at their sundowners they are starting to collect carpet tiles from designers and their scholarship committee will be taking them to the schools and drop them off while marketing the chapter's scholarship opportunities.

Dallas - As a board they challenge themselves at each event to be sure there are not two board members together at a time but make a point of mingling and networking with other attendees.

Sunshine – in their fundraising event, they didn't make it a formal sit-down event – which helped them be able to keep prices and designers were able to purchase their own tickets. (Their tickets were \$75 for members and \$100 for nonmembers, or 10 for \$650, which included 2 drinks, heavy appetizers and entertainment.)

Suggestions – think about more informal environment for your fundraising events instead of sit-down dinner – allows more networking for people in attendance and people are able to talk to more attendees.

They are thinking about sending out postcards to members to hit them in a different way. Anyone try this? Suggestion was if they do that, suggest to hand write the note, it may mean more.

Other Suggestions – reach out to operation, culinary, asset management, ownership groups – to pull in more of the cohesive industry groups. Reach out to the GMs and operations people in your area. It all touches on what we do and they are trying to bring them into their programs and inviting them. One chapter created an outreach program to reach out to these individuals to personally invite them.

Send thank you note to sponsors – one chapter has the hospitality chair send the thank you cards to all the sponsors.

Students – get them involved in your events – have them help at the hospitality table or volunteer at your event – let them attend the event for free.

Sustainable Events

The education committee is working on procedural guidelines to establish and brand certain chapter level events/programs as Green Voice. To learn more about Green Voice go to: <http://newh.org/education/>

Sponsorship Discussion

Dallas – in their experience, people come to events that they pay for (i.e. if they are sponsoring the events). Trying to brainstorm on how to get other areas of the industry to jump in on sponsorships as well, not just vendors. Maybe the charitable aspect would get the design firms to jump in – possibly a scholarship event, where they are giving back to the industry. For general events, it may be a bit harder to get them involved.

Washington DC - they are doing a program at one of their TopID firms who is sponsoring the whole event. Market the event sponsorship in terms of highlighting the firm and making the event about them, maybe they will be more apt to take on the role of sponsoring an event. Maybe a special speaker series at their firm.

Vancouver – is a smaller region, they didn't want to make their annual event too grand but did want to make it special. They call it the 'annual' event – it's not a gala per se and is cocktail style. They offered free (sponsored) tickets as part of their sponsorship package and they really liked that because they were able to invite guests.

Comments: Some people may be more inclined to a mingle/networking cocktail type event rather than a sit-down dinner. Sponsors however, may be more comfortable with a sit-down in order to get time with their invited guests.

San Francisco does a hybrid event where they open up with cocktail reception and then they have an hour dinner and program so sponsors get that time with their invited guests, and it was followed by dance so it's a bit of something for everyone.

[Look at sponsorship samples that are on the website](#) in the board resources section.

Don't be afraid to ask!

Some CPs do want to support local events as well, if you have a sponsorship opportunities menu for an upcoming event and want to give CPs first dibs, email Jena and she will contact them.

Challenges

Atlanta - Designer attendance vs vendor attendance – they have a heavy rep following.

Suggestions: Use your TopID as an opportunity to get firms involved – if you build it up as prestigious they will want to become TopID, and they have to be members to be nominated. When you do a TopID panel, those events have brought out a lot of firms because they want to hear what other firms are doing. Draw some owners/hotel managers in the area at your event – invite them as speakers or panelists – they will draw the designers out as attendees.

Try to get more designers on your board, especially in fundraising position/committee to help ask for sponsorships.

Programming will drive your attendance, so have events that designers will be interested in attending (tours, panel discussions, etc.). Be sure your event notices are highlighting those aspects of the event.

Ask design firms what type of events they are looking for and interested in attending. Make it personal – talk to them directly. There is also a survey that you could send your members asking them – ask what type of events they want to see, what type of projects they have, if they'd be interested in showcasing a project, etc. - you would be provided a link with the results. Contact the Inc. office if you are interested in sending that out.

Reminders:

Many Resources Available

There are many resources available on the NEWH website for fundraising. You do need to login in order to view the NEWH Board Resources area. Once logged in, go to the bottom of the home page, under Resources menu, click on NEWH Board Resources.



In the Programming/Fundraising folder you'll find many templates/samples to use for your directorship.

Look at FR 101 – various ways of coming up with sponsorship levels, what to look for and what to provide (marketing benefits, day of event benefits, etc.) – it does need to be lucrative for them.

Programming Events: Quality vs. Quantity

Chapters tend to do a lot – the key is to remember quality vs quantity. Instead of struggling putting on an event every month, plan 3-4 great programming events (tours, speakers, panels,

CEUs, etc) that are of high value to designers, manufacturers, and students – and in between those events, do more low-key happy hour/sundowner type events. If the programming director has a committee, maybe a committee member can just plan the happy hours, one can do a CEU, etc.

Think about the event – is this an event you don't want to miss, or is it more of a casual networking event that may not be as beneficial to you? Focus on what your members are going to be attracted to, especially venues – whether it's a newly opened or remodeled hotel, new restaurants, etc. Invite those involved in the project to speak.

Programming vs. Fundraising Events

To qualify for a programming event, the event must have an educational aspect. Did you have a speaker, a panel discussion, a tour, did industry members find your event informative and educational? You just held a programming event. Programming events are meant to be lower cost – enabling all your members to attend.

Is it going to be a 'FUN party'? NEWH doesn't throw parties unless they are FUNdraisers. Any event that is named 'gala' or 'black-tie' would be considered a fundraiser. A fundraiser makes money for scholarship – optimally your proceeds should be a minimum of 40%. A program should cover its costs and maybe have proceeds of 5 – 10%. A FUNdraiser's purpose is to raise money for NEWH's mission of Scholarship & Education; a program's mission is to develop relationships and build membership in a more business type setting.

Happy Hour events (sundowners, Tini Tuesdays, Thirsty Thursdays, etc.) are neither a program nor a fundraiser, they are not required to have any proceeds, and speakers or tours are not necessary. You have not contracted with a venue to provide a special room, etc. for a Happy Hour type event.

Results of Activity Reports

Be sure you are pre-planning (budgeting) for your events by completing a preliminary Results of Activity Report (available as an Excel document on the website). **Chapters are required to submit a final Results of Activity Report for each programming event within 45 days after the event.** At the time of your broadcast email request, the NEWH Inc. Office will be reminding you to submit the report after the event. If we do not hear from you within 45 days after the event, the NEWH Inc. office will be calling you to complete it over the phone.

Any questions? Contact us!

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Or feel free to call the NEWH office if you have any questions. – 800-593-6394.
We look forward to assisting you in any way we can to make your job easier!