

NEWH Regional Steering Committee Call July 24, 2017

Invited participants:
All Regional Steering Committee Members

Status report from each region - how are you doing?

South Carolina

Gave a shout out to the North Carolina people that came down to their event in Charleston) last Thursday to support them. They had 38 at their last event – and heavy on the design community which was great. The designer gave the tour – they divided into two groups for the tour, and had a mix and mingle following the tour. All had a great time. The three sponsors pooled their resources and gave away one membership, which also gave them all the business cards from people who were there who put their name in the raffle. (The raffle was open to both vendor and A&D – a designer won the membership). They also talked about the different levels of membership with membership applications available and brochures. They did have some really solid interest in membership.

They have about 19 members currently, and not all made it to the tour so there were a lot of new faces.

Next event they are looking at doing something around Halloween – going to call it the turkey bowl and a membership drive event. They will be having lane sponsors for the event.

Also looking at doing a networking event at a newly remodeled restaurant in the fall.

Vancouver

Planning an event that will cost \$20-30K. It's a reno of a brand-new hotel opening (many locals don't even know it's opening so they are expecting a big draw). They do already have 12 sponsors on board – they are working on their sponsor levels and waiting for list of suppliers for the hotel to solicit them as well. Last year they had 120 people at a similar fall event. They will be doing their TopID scholarship awards and hotel tour all in one night. Possibly even a VIP tour just for members in order to help drive membership. Trying to figure out what the sweet spot will be for ticket price.

Calendar wise - they do find it hard to compete with other vendor events - in their area some of the corporations have events every month that are free.

Orange County

They had a TopID Q&A in June – it was a great event, good venue, good questions from audience – good idea exchange. The panel was made up of the TopID awardees. They will probably continue same type of event next year. Networking was held prior to the panel as well as a hotel tour (it was held a relatively new hotel). They had around 30 attendees.

Any questions? Contact us!

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!