

NEWH Events Call June 4, 2019

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.

- August 19
Choose the time that works for you:
 - 8:00am Pacific/11:00am Eastern
 - 4:00pm Pacific/7:00pm Eastern

Reminders

- Event Invitations – be sure they are specific and include details so attendees know what to expect at your event. Give transportation or parking details if that's important in your area.
- Get word out to your local design firms about TopID! Deadline for nominations is July 1st – nomination form link is on website under Resources/TopID – judging forms (internal use only) can be found in board resources section under Awards
- Events – it's all about quality of events (not quantity) – do you have in your calendar a Student-focused event? Membership drive? Fundraiser? All other events should be educational (tours/panel discussions). Networking-only events (happy hour type) can be held in between, or during slower months. Ask potential attendees what type of events they are looking for and would attend.

Chapter Status Reports

Toronto – planning an event for beginning of July – called Fast and Furious Stunt Driving. They are doing two groups – each group is 30 participants. They spend half a day learning how to drive in stunt cars around a track. At the end is a race and they are giving awards according to how they did. They are hoping this will be a cool networking, fun afternoon.

In August they are planning a casual gathering for ax throwing – which is becoming a big thing up there in Canada.

November will be scholarship awards – great venue and good parking, venues help pick up the tab with appetizers.

Dallas – they are having scholarship and fundraiser as separate events. They had a speaker from Southwest airlines from a recent event that was very interesting. At their fundraiser in October, they are doing a masquerade type event. They look for new hotels opening that will attract local designers.

South Florida – they are having their fundraiser coming up this month – great turnout/signups so far. They just had board training and strategic planning that went really well, and are now looking at how to plan the rest of the year knowing their priorities.

Question – do we have to have an event every month? Is it ok to remove an event if it's a down/slow month?

Yes! 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.

South Carolina – having CEU coming up – in 2 separate locations (Columbia and Charleston). In August, they are doing another CEU in combination with a hotel tour down in Charleston – they have the architect that will be talking about the work involved in the building. In October, they are holding a fundraiser – Halloween pre-game and pumpkin carving contest for everyone in South Carolina. They are not one central location, but 5 areas of the state to draw membership from. They are also having photography contest. They are titling their event 'dead celebrity'. In November, they are having their 3rd annual turkey bowl which is a membership drive.

Chicago – this month they are having 'designing for the chefs' with the top restaurant design firms in the city, and a panel with the chefs and how Boka got started, how Studio K Creative has retained to design the restaurant around the chef. (They did get someone to sponsor parking – venues are very expensive in Chicago.) They hired a photographer to cover the event since it will be a great event.

In May they had their young professionals event – with a great turnout. They have a younger student who just joined the board and was able to get the word out to her college. They had 37 students who up and offered professional headshots along with portfolio reviews. They had hotel management, restaurant management, sales reps, and design firms represented.

They have their summer social in July that they are getting sponsorships for right now. They are looking at a newer hotel to tour as well. They are reaching out to sponsorships that provided the furniture for that location. They did vote in their recent meeting to get additional membership of a combo pack for new members only and a ticket to the event. In the fall they have their masquerade ball, they are getting a band for the entertainment aspect. They are doing ticket packs (group packet of tickets).

They also have their tradeshow this year in August. They are going to try to do a TopID panel discussion at Merchandise Mart before the tradeshow.

For September, they have a hotel tour at St. James they are planning (a boutique type hotel). They will be the first people to use the rooftop terrace. And they are a pet friendly hotel so they are going to try to work that aspect into it also.

And October is masquerade ball.

They discussed at their recent board meeting how to drive new membership – getting students more involved, and trying to make student tickets and new member tickets priced for their events.

San Francisco – they had their student event a few months ago that was well attended. It was hosted by Gensler and they did portfolio review and free professional headshots.

In a few weeks they will be having their state of hospitality event and also do a round table format where they have industry professionals. They typically get over a 100 people at the event.

Fundraising event is Wine by Design in Napa Valley. This is their biggest fundraiser with 170 people that it's capped it. It's their 10th anniversary this year and they have many great things planned – Woodstock festival theme with live music this year. They have also changed up their sponsor format – in the past they did a magnum sponsor for \$6000 and a \$4500 level which was a bit complex, so this year they are doing a flat level sponsorship for \$3000. They are hoping for success and a good turnout for sponsorships – they are trying to get 25 sponsors at that level. So the amount will be the same in the previous format and includes the same amount of tickets. It will simplify the marketing perks, benefits received, etc. having only one sponsor level.

They have a tradeshow in October as well.

They are trying to figure out how to grow their membership and how to get more designer members.

Note: The TopID is a way for the design community to see the potential/value of membership. Be sure to promote the TopID and get that nomination information out there to your design firm members (and potential design firm members).

San Fran has increased their Instagram followers to over 500 and are using that platform to promote their TopID winners. They are also promoting other San Fran firms and recent work that they are doing so they know through NEWH that they are recognizing their accomplishments. They are looking at possibly connecting with AIA and IIDA and ASID as well.

Suggestion: reach out to your schools and try to get some good relationships going with educational professionals out there.

Suggestion: Have a CEU event. Many vendors have CEUs to offer that you can schedule for your event. Ask your designer members what type of subject matter they'd like to see offered.

Mentorship Update

If your chapter is doing a student portfolio event, please consider using the correct branding (the mentorship graphic) – you can get from Stacy Costa. Also, you can add some other aspects in – as the mentoring program is geared toward all students (not just design students) – so we'd ask that you open your horizons and target all disciplines.

She will be reaching out to all programming people and presidents shortly with the branding information, and answering any mentoring questions you have. We are trying to make events uniform throughout all chapters. Stacy would love to help you plan a student portfolio event at your chapter – if you have questions please reach out to her (scosta@koroseal.com)

Leadership Conference Update

The 2021 Leadership Conference will be in Seattle. If you have anyone in your chapter who is interested in helping to plan, please reach out to monica.meade@marriott.com. They are down to 2 hotels and will be finalizing the venue soon. They are hoping by BDNY they will be able to share an initial agenda with some speakers lined up.

Sponsorship menu is out and has been sent to corporate partners and leadership conference sponsors first, and will be opening to others soon.

Programming vs. Fundraising Events

Be sure you are offering **educational** programming events – programming events must have an educational aspect. Have a speaker, a panel discussion, a tour, give your members an event that is informative and educational. Programming will drive participation/attendance, membership, sponsorships, everything...

TopID program really give us an opportunity to build our membership, to build our educational programs and to recognize our industry design firms that we all are interested in highlighting.

Any questions? Contact us!

Chris Wasmer
NEWH, Inc. VP Education
wasmer@outlook.com

Stacy Costa
NEWH, Inc. Director of Programming
scosta@koroseal.com

Monica Meade
NEWH, Inc. Director of NEWH Conferences
monica.meade@marriott.com

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!