

Special Events

Kristi Casey Sanders, CMM, CMP
Senior Director, Community Engagement, MPI
ksanders@mpi.org

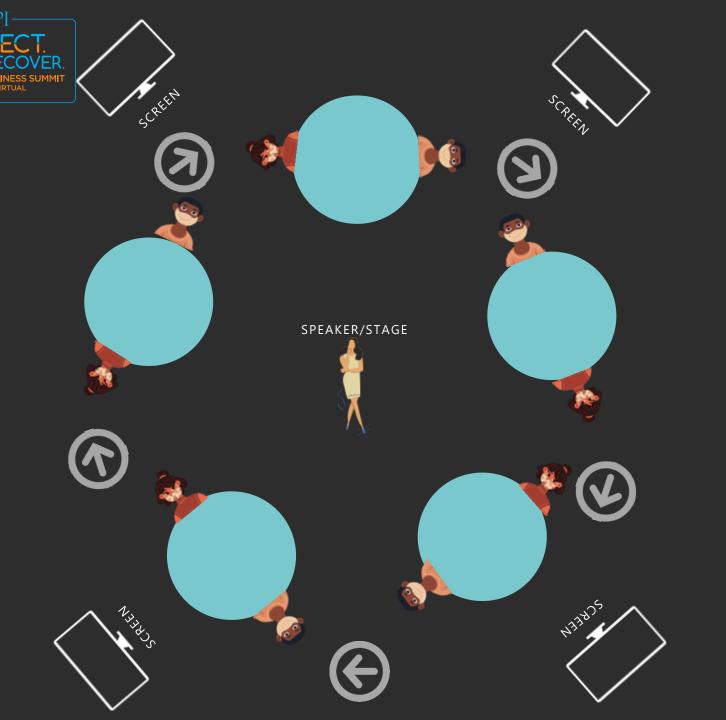
What we'll cover today

- Planning post-COVID essentials
 - F2F/Digital/Hybrid
 - Next Level Engagement
- Generating revenue
 - Fundraising
 - Sponsorship
 - Pricing & timing
- Resources









BANQUET ROUNDS

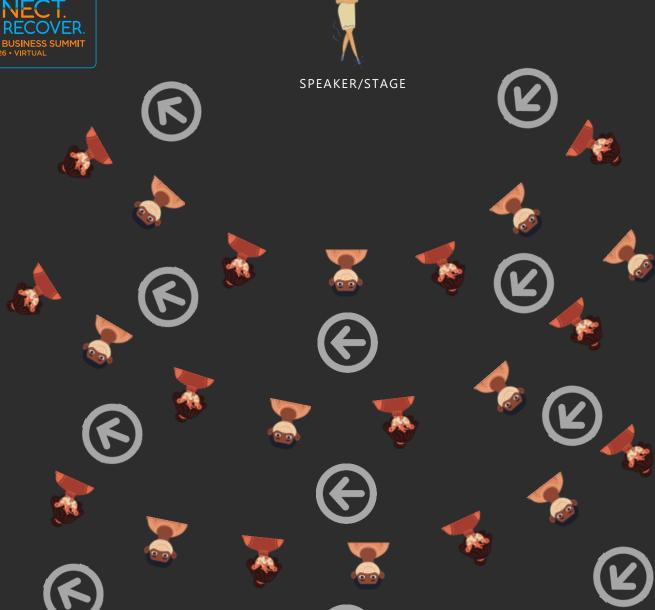
THE NEW NORMAL

Maintaining the recommended distance of 6 feet between individuals means that a 72-inch (1.82 meter) banquet rounds may only be able to accommodate 2 people per table, instead of the customary 8 to 12 people per round. If you're looking at keeping just 1.5 meters between people, then you could seat 2 people at a 66-incl (1.67-meter) round.

By positioning screens in four areas of the room and placing the stage in the middle of the floor, you can still create a feeling of intimacy despite the increased space required. The arrows indicate a one-way floor traffic pattern.







THEATER SETS

THE NEW NORMAL



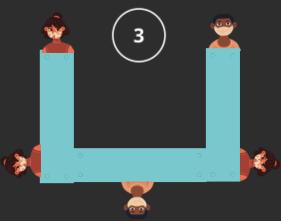




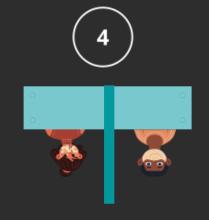
SET INDIVIDUAL HI/LOW-BOYS (AKA 4-TOPS OR CAFE-STYLE TABLES) SPACED 1.5 METERS/6 FEET APART



USE 1.5 METER/6-FT. TABLES WITH ONE PERSON ON EITHER END



CREATE A U-SHAPE ARRANGEMENT WITH LEARNERS 1.5 METERS/6 FEET APART



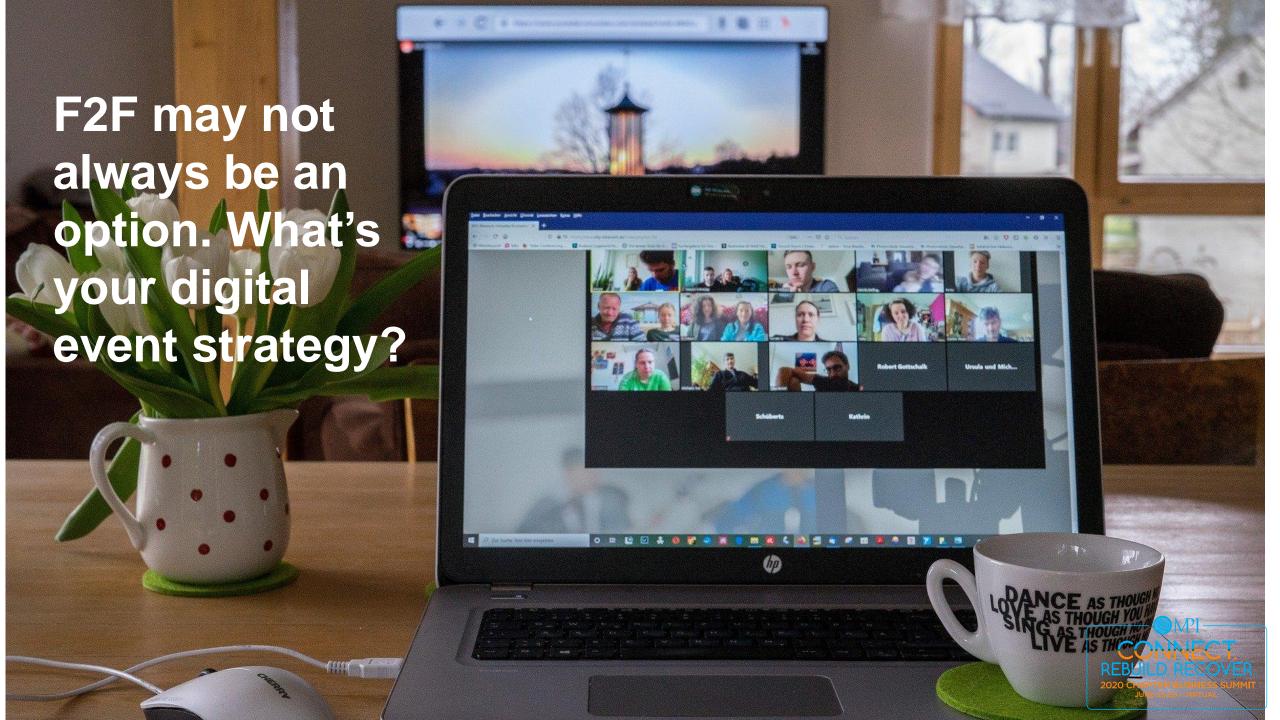
SUBDIVIDE A 1.5 METER/6-FT. TABLE
WITH PLEXIGLASS BETWEEN
LEARNERS

CONCURRENT EDUCATION SETS

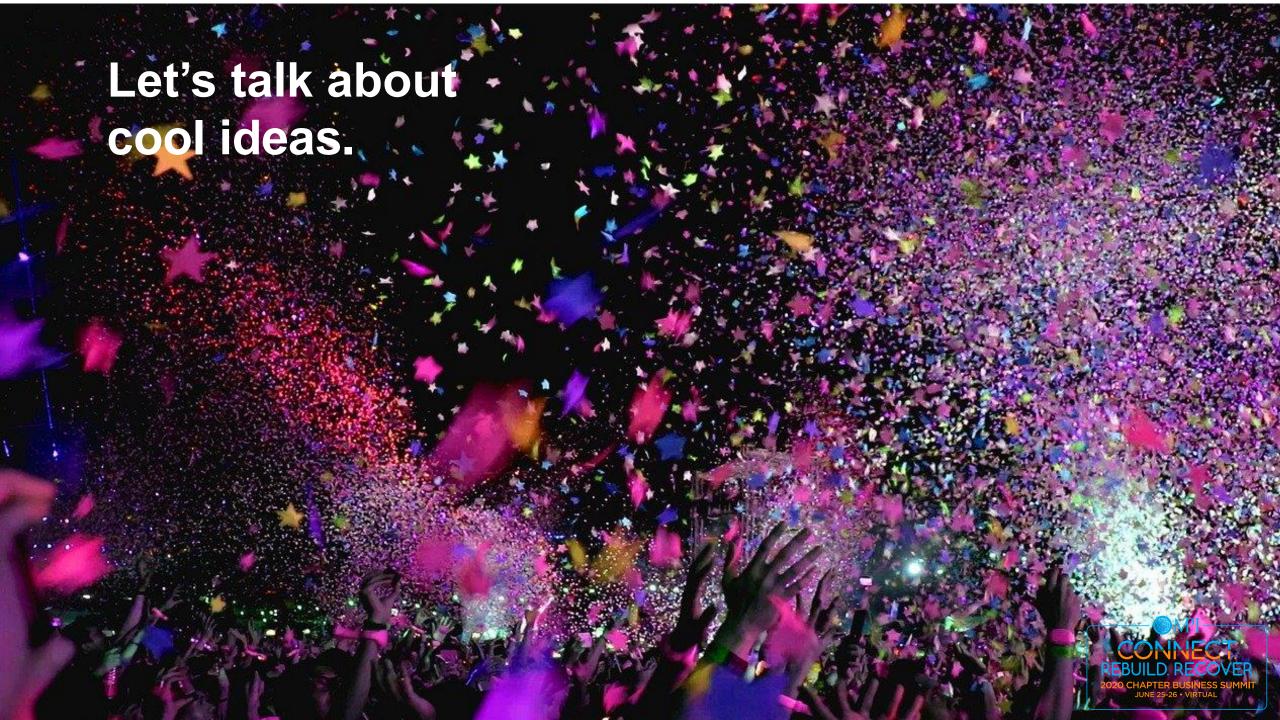
THE NEW NORMAL

Maintaining the recommended distance of 1.5 meters/6 feet between individuals can be a challenge when you're used to seating people mucl closer for concurrent sessions.

Here are four different ways that you can seat learners in a classroom to maintain recommended safe physical distances. To minimize contact further, consider one-way traffic patterns for entry and exit, staggered break times and having assigned seats fo the duration of the event.





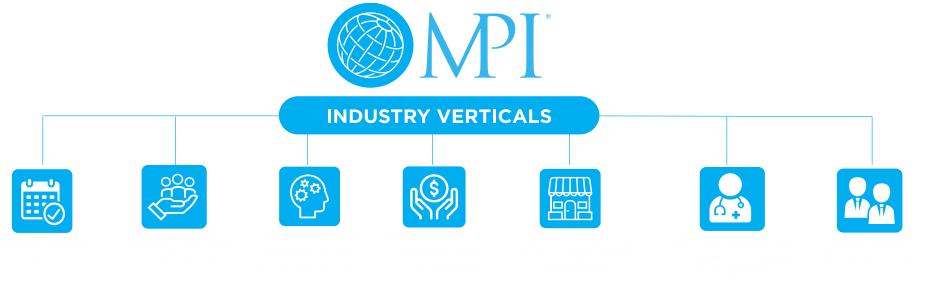




GROUPS

SPECIAL INTEREST

COMMUNITIES: MPI.ORG/COMMUNITIES



MPI WOMEN

CHAPTER LEADERS

MEMBER-DRIVEN (CULTURAL, SOCIAL, POLITICAL)



Pool your resources with other chapters

MPI Big East Presents: A Road Less Traveled with Michael Dominguez

Add to: Outlook | ICal | Google Calendar

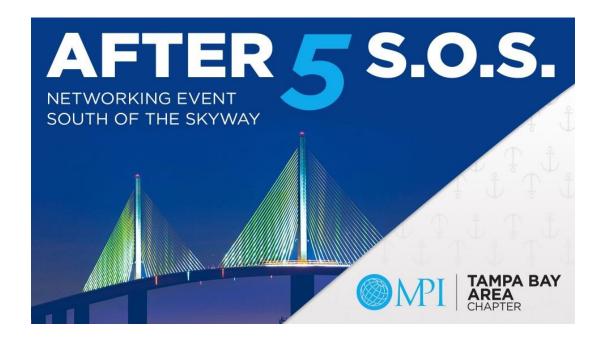
18 June, 2020 5:00 PM - 6:15 PM Virtual Virtual Organizer MPIGNY





Activate Satellite Regions

- Share the dream, identify potential regional champions
- 2. Create the team, give them a regular connection to the board
- 3. Explain how volunteering will help the champions professionally & personally
- Build the activity process, make it sustainable
- 5. Continue to collaborate & evolve







How are you taking care of your sponsors?

The key is customization.





What do your potential sponsors have an appetite for?



The pricing formula

Start with the end in mind

Desired revenue = Number of people x Price of admission Example

\$15,000 = 375 ppl x \$40/each

Or

€15.000 = (375 pax x €10/each) + €11.250 in sponsorships

Resources

- Virtual event design, "The New Normal" white paper, reopening guides: https://www.mpi.org/tools/coronavirus
- The Event Marketer's Guide to Going Virtual: https://bit.ly/virtualeventmktr
- Tips for treating sponsors, virtual fundraising ideas, etc: https://bit.ly/2020clt
- Budget & project management worksheets:
 http://www.mpi.org/communities/administrative-planners
- Practical Guide to Meeting Planning: http://planyourmeetings.com

