



MEMBERSHIP MONTH

PLANNING TO HAVE A STAND AT AN EVENT

There are 1,000s of conferences, events and occasions held every year all over the UK and these are excellent for showcasing what we do. However to make the most of every opportunity, these events should be planned with attention to detail and recorded usually using email, so that you are prepared for every eventuality.

Why have a stand at this event	Comments
<ul style="list-style-type: none"> a) Is it a topic that Soroptimists are involved with? Will we get more publicity b) Will we get new Members? c) Will it be worth the effort? d) Cost/benefit analysis - What is the cost and is it value for money? e) Is there a reduction in cost for being a Not for Profit? 	
Do your homework	
<ul style="list-style-type: none"> a) Make contact with the lead person for the stand b) Who will be at the Conference? Think about the audience c) What is the Conference about? d) Do Soroptimists have a view on this? e) What are the timings for the Conference? f) Will people be in sessions during the day and only be looking around at designated times? 	
Ask questions	
<ul style="list-style-type: none"> a) How big is the stand? b) Are there power points? c) Is there a table cloth? d) How many chairs are provided? e) Are the stand locations allocated before the event or is it a free for all? f) Is there a wall behind or will we have to provide a back drop? g) How far is the stand from the main hall? h) Where are the loos? i) Are there any food outlets? j) What time can we get there to set up? k) Are there any restrictions as to what we can have on the stand? l) Can we have a pull up banner? 	

Once you have satisfied yourself with the answers, then you need to start preparing for the occasion. You need a team, how big depends on the event. You need one person to be responsible for contact with the organisation (more can result in mixed messages).

One person to organise volunteers for the stand one person to be responsible for material on the stand. Each person can have a team but it is up to them.

Do as much as you can you email, then you have a written record straight away and can refer to it if needed.

What goes on the stand	Comments
<ul style="list-style-type: none"> a) This depends on the conference/occasion. b) You will need lots of leaflets to give out. You will need advertising material which is modern and up to date. Some material is not always appropriate for the occasion. c) The person responsible for the stand needs to design how it is going to look so it is inviting. d) You need a clip board so that people can give their emails if they want to know more about Soroptimists. e) Have a glass bowl so people can put their business cards in. f) Lots of pictures of what Soroptimists do around the world. Don't restrict it to your club, region, national association or country. g) Remember to only use the standard logos and publicity material. 	
Volunteers	
<ul style="list-style-type: none"> a) Contact all Clubs in the country. Soroptimists are well travelled and if it is easy to get to people will travel. b) Make a timetable for Members to be there. Try to have the most number when the conference/event is the busiest around the stands. c) Make sure everyone is saying the same thing. You'd be surprised that this is put in but we have in the past had some very interesting times. d) I would recommend that you ask volunteers to be dressed similar. E.g. black trousers or skirts, white top and then provide a Soroptimist blue sash that clearly says Soroptimists. e) Make sure volunteers know that there is unlikely to be any expenses. f) Teach volunteers how to go up to people to talk to them. 	
Marketing & Publicity	
<ul style="list-style-type: none"> a) Advertise your stand to as many people as you think might go to the event. b) Let local media know. c) Set up a twitter account and Facebook pages. d) Have lots of publicity material to give away. e) Make sure that the Soroptimist Logo is very visible. f) Keep updating website pages for Soroptimists. 	