

Application: 093

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Page: Entry Information

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Chapter

CAI Alabama Chapter

Chapter Size

Small (0-250)

Category

Member Services

Goals and Objectives: 30 Points

Describe the main goal(s) of this program. (15pts)

Program Name: Happy Hour Social

The main goal of this program was to offer an additional social gathering in addition to the summer social. Members had given the feedback that there was not enough time and not the opportunity to really build relationships with other members and guests at the 5 chapter luncheon meetings that are usually held in a year. Specific objectives included:

- Create a sense of community among members
- Give prospective members another informal opportunity to meet members

Define the strategies used to attain your goal(s). (15pts)

The Chapter Board tasked the Events Committee to come up with an after-hour social in a trendy bar or restaurant that was free for members to attend. Pricing of several bars/restaurants were reviewed including the possibility to have a reserved area for the event.

It has always been hard to get people to come to our summer social and because it has typically costed more, we have needed more sponsorship money. By keeping the costs in check, we were able to make the event free to members and affordable for non-members in order to encourage attendance.

Development & Implementation: 45 Points

In the next 3 sections, describe how the program was organized and executed within the areas of budget and marketing.

Budget Development (5pts)

We budgeted \$500 for a happy hour event. The Social Events committee was tasked by the Board to find a location to hold the social as well as to come up with sponsor scenarios and pricing for non-members but keeping the event free for members.

The Board decided to go with the option to offer 2 drink tickets and appetizers and to charge non-members \$15. 2 Sponsors of \$300 were solicited and the uncovered difference should be made up with money received from non-member ticket sales.

What marketing techniques were used? (10pts)

This program was marketed in four ways:

1. We emailed the flyer to all members and non-members.
2. We promoted the event in our monthly newsletter that goes out to members and non-members
3. We promoted the event at the chapter luncheon meeting leading up to the event.
4. We followed-up with phone calls a week before the event to get more signed-up.

Who was your target audience? (10pts)

The target audience for this Happy Hour event were current members but we also encouraged members to invite prospective members.

Describe in detail how your program was implemented. Include deadlines, responsibilities and the implementation process. (20pts)

- The Events Committee was tasked with the organization of a Spring Happy Hour social.
- The Events Committee proposed a popular roof-top bar of a recently renovated historic hotel in downtown Birmingham.
- The Events Committee and CED reviewed drink and food pricing and proposed to the Board the drink and appetizer offerings including the number of sponsors that were needed.
- The Events Committee reached out to business partner and management company members for sponsorships.
- CED created the Happy Hour flyer.
- CED emailed invitation to members and non-members the weeks before the event and promoted it in the monthly Chapter eNewsletter.
- The Events Committee and CED made calls to members the week of the event.

Results and Evaluation 25 Points

Briefly describe the methods used to determine the program's success as it relates to your goal(s) (5pts)

We evaluated the success of the program by comparing the attendance to our summer social and by feedback given by event attendees.

Using specific examples, tell us how you measured success. (10pts)

Attendance Roster: The average attendance at our annual summer social events has been around 30 people. We had 45 sign-up for this program. Only one of the registered attendees didn't show up and it was because of sickness.

Feedback from event attendees: The overwhelmingly positive feedback from event attendees during and after the event was a great indicator that members enjoyed this Happy Hour Event. Several of our members told us that they hadn't been to the venue and decided that this was a great opportunity to visit a new location that they had wanted to go to anyway. During the event we had many comments from attendees encouraging the chapter to do more socials like this.

Another indicator of success of the event was, that several people stayed longer than the 2 hours that we had planned for the event.

How can the program be improved to use for the future? (5pts)

For future happy hour events, we won't offer appetizers anymore, just give out drink tickets. On the one hand not offering food will decrease the sponsorship money that we need to raise to make the event possible and on the other hand it seemed that many of the attendees wanted more to eat than appetizers. Individual business partners took the opportunity and invited managers for delicious flatbread pizzas that the bar offered.

How did this bring overall value to the chapter? (5pts)

The overall value of the program was that members got to know each other better, and therefore strengthened their connection to CAI, the Chapter and fellow members. Also, it made it clear to the chapter leadership that we should include more social networking events for our members in the coming year.

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