

IEEE COMPUTER SOCIETY

# CHAPTER EVENTS MARKETING TOOL KIT

*Develop stronger local communities through local meetings*



# PLAN AN EVENT | Considerations

## What to consider when planning your event

	BENEFITS	CHALLENGES
<b>VIRTUAL</b>	<ul style="list-style-type: none"><li>• Greater accessibility for disabled persons</li><li>• Lower cost for attendees to participate (no travel requirements)</li><li>• Less time away from work and family</li><li>• More gender and age diversity</li><li>• Potentially less expensive to produce (depends on platform)</li><li>• Lower carbon footprint resulting from no travel</li></ul>	<ul style="list-style-type: none"><li>• Fewer passive opportunities for interaction (chatting with the person sitting next to you, hallway discussion, etc.)</li><li>• Motivation – distractions during the event</li><li>• Sponsor involvement – many would prefer live events</li><li>• More difficult for speakers to read the room</li><li>• Technical difficulties in areas internet might be slow</li><li>• Training/learning curve of new software</li></ul>
<b>IN-PERSON</b>	<ul style="list-style-type: none"><li>• More passive opportunities for interaction (chatting with the person sitting next to you, hallway discussion, etc.)</li><li>• Potentially more sponsor involvement – many would prefer live events</li><li>• More audience engagement</li></ul>	<ul style="list-style-type: none"><li>• Potentially less diverse crowd</li><li>• More time away from work and family is required</li><li>• Potentially more planning to find a venue, coordinate food, etc.</li></ul>
<b>HYBRID</b>	<ul style="list-style-type: none"><li>• Delivers in-person and virtual networking opportunities</li><li>• Increased participation by individuals with busy lives</li></ul>	<ul style="list-style-type: none"><li>• More to coordinate</li><li>• Can be costlier</li></ul>

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# PLAN AN EVENT | Considerations



## **Collaborate with other chapters**

Work with other chapters near you to help build a broader community, extend your event's budget, and attract more prestigious speakers

## **Recurring events**

Hosting regular events has shown to be more successful in attracting new members, and audiences continue to build up over time.

## **Funding/Sponsorship**

Consider finding a local business to sponsor your event. This can help increase your event's budget

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# PLAN AN EVENT | Meeting Ideas

## Lectures or Discussions (DVP program)

The [Distinguished Visitors Program](#) is available to all chapters looking for speakers. Many chapters find this as a good opportunity to network with experts in a particular focus area or provide some expert knowledge to the group.

## Social Events

Break the ice for new members by scheduling casual lunches, dinners, or coffee breaks. This is a great way to attract possible new members just looking to meet others in the industry and may be more comfortable with smaller groups.

## Competitions and Hackathons

A fun and creative way to increase community engagement is to engage students and those starting their career through competitions and hackathons.

## Workshops

Based on feedback, many members join with the intent to continue learning. Workshops serve as a great opportunity to bounce ideas off each other, solve common challenges, and help educate members with less experience.

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## Before the Event | Website Best Practices

- **Search Engine Optimization (SEO):**  
Interest and curiosity start with a quick Google-search. Ensure you have a website that's up-to-date and easy to understand for search engines like Google to recommend your page.
- **Mobile Friendly:** Ensure your website, along with any forms and calendars, are also mobile-friendly.
- **Forms/Interest capture/RSVP**

### PRO TIP:

Keep it local!  
Mention your city in headlines.

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## Before the Event | Social Media

- **Find a relevant hashtag for your event.** We encourage you to use our hashtags– #ieee and #ieeecs #computersociety to promote your announcements and events.
- **Create a social media toolkit** with suggested content to help partners easily copy/paste and promote on their social media profiles.
- **Tag relevant stakeholders** for awareness
- **Events in Social Media** - Meetup.com or Eventbrite.com

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## Before the Event

### Community Outreach (email past attendees, CS Newsletters)

- How to maintain an email list
- Sending out reminders for people to join

### How-to IEEE branding and logo

- [Find our brand guide here](#) before creating your promotional material.

### vTools

- **Be sure to set up your chapter in [IEEE vTools](#)** and add all your upcoming events! Community members are able to get alerts for your events and the events will also be distributed across IEEE platforms like the [Computer Society event's calendar](#).

### Pre-event tech check to make sure everyone looks and sounds their best

- Ensure the event goes well by testing mics, projectors, and presentations 10 minutes before the start of the event.

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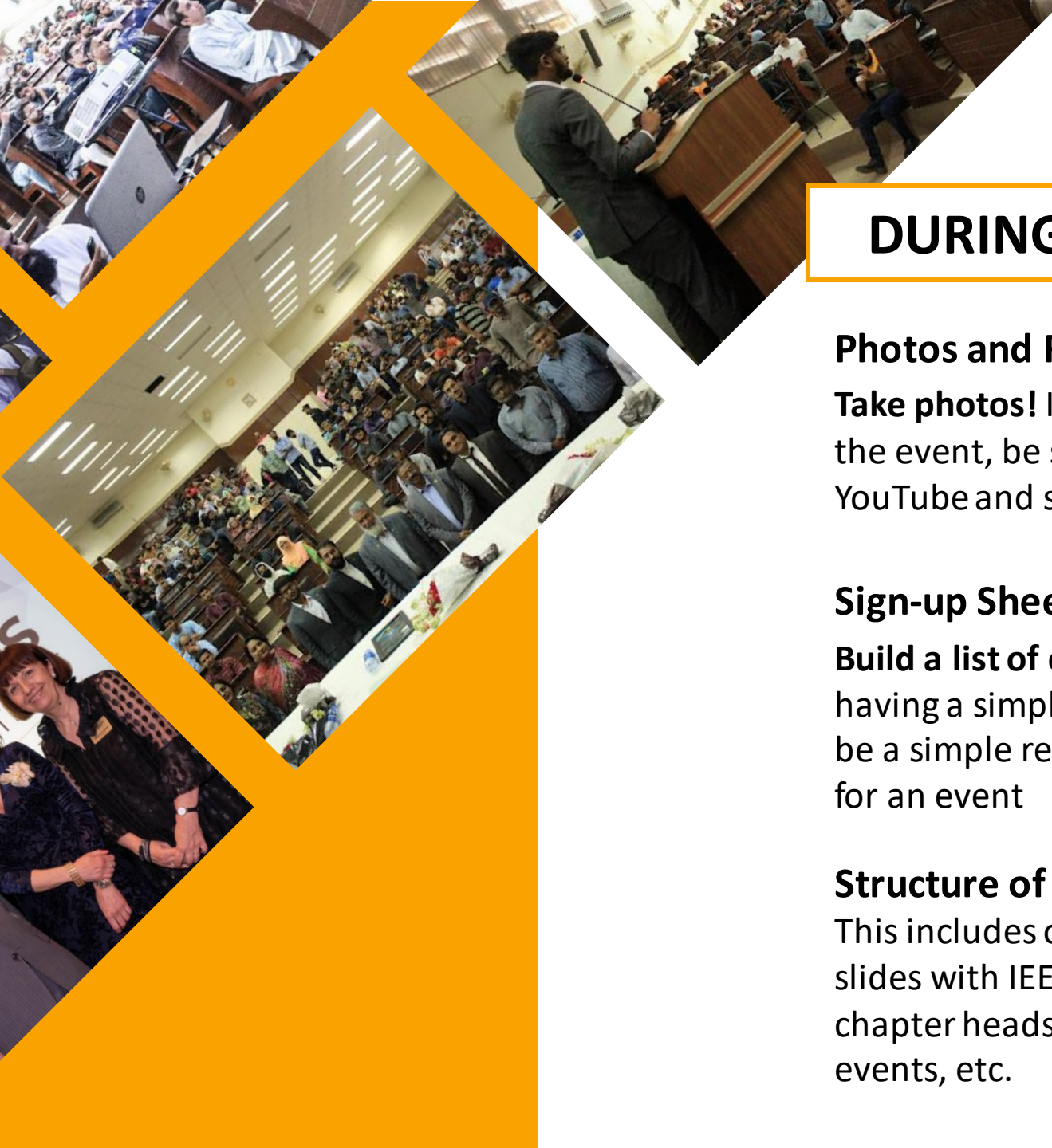
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## DURING THE EVENT

### Photos and Recordings

**Take photos!** If you choose to record the event, be sure to include it on YouTube and share on social media!

### Sign-up Sheet

**Build a list of event attendees** by having a simple sign-up sheet. This can be a simple registration form to RSVP for an event

### Structure of Event

This includes opening and closing slides with IEEE CS logo, intro of chapter heads, highlight of upcoming events, etc.

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## AFTER THE EVENT

- **Share successes** on social media and with the Computer Society at [awesome@computer.org](mailto:awesome@computer.org)
- **DVP Follow-up Form:** <https://www.computer.org/communities/dvp-follow-up>



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