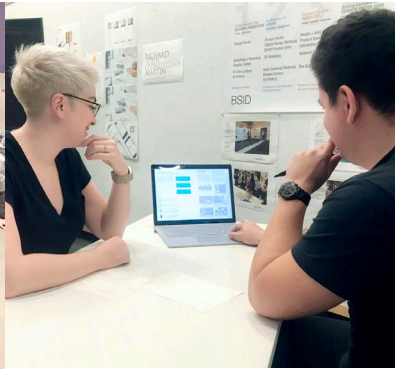


# Chapter Events & Activities

There is a wide spectrum of activities you can organize for your chapter. Here are just a few examples. When in doubt, keep it simple! Quality over quantity is the general rule.



**EASY**



**COMPLEX**

- Happy hour meet up at a local pub
- Gathering at a museum, art gallery, or area craft fair
- Portfolio review with students from local schools and area professionals
- Evening panel discussion or speaker presentation
- Local area studio, manufacturing, fabrication, corporate office tour
- Gallery show featuring local area designers and their products on display
- Day long event with multiple speakers and 100+ attendees

# Tips – How To Run Successful Events

## Plan in advance

- Determine your budget
- Content (speakers, panelists, demos, discussion topic)
- Find a location & date
- Food & refreshments
- Submit a SCARF with all known event details

## Let people know

- Create event graphics & description
- Create an EventBright page for the event with an eye-catching graphic and complete event details
- Use email service like MailChimp to let your local members know about the event
- Have event posted to your chapter page on [idsa.org](http://idsa.org)
- Use Twitter, Facebook, Instagram, LinkedIn etc. to build awareness
- IDSA HQ can help promote your events too!

## Execute the event

- Arrive early to prepare and set up the space
- Details matter, you are creating an experience
- Use social media during the event to let members across the world engage
- Take pictures / video!
- Take notes of what went right and what can be done better to improve your next event