

## Open House 'EVENT' Checklist

---

Details, details, details. Give your guests more than they expect, focus on the details, and your open house will be a huge success!

*Hint: Don't just check these off, write names next to each one – get everyone involved.*

- \_\_\_\_\_ Set a Goal for how many guests & members (Think Big)
- \_\_\_\_\_ Determine Location, Date & Time to accommodate your goal
- \_\_\_\_\_ Book your Guest Speaker
- \_\_\_\_\_ Confirm Toastmaster of the Day
- \_\_\_\_\_ Chairman gives a Motivational Speech to club to gain commitment
- \_\_\_\_\_ Press Releases (2, send 1 & 2 weeks prior to event)
- \_\_\_\_\_ PSA's (1& 2 weeks prior to event) (Radio Stations, Public Access TV, etc)
- \_\_\_\_\_ Brainstorm a list of every possible place to publicize. (websites, cable outlets, community newsletters, corporate newsletters, emails, blogs, etc.)
- \_\_\_\_\_ Print and distribute 10 flyers for each member to distribute & post
- \_\_\_\_\_ Every member is responsible for bringing minimum 2 guests
- \_\_\_\_\_ Food (cookies, fruit, veggies, cheese & crackers, punch & coffee)
- \_\_\_\_\_ Decorations?
- \_\_\_\_\_ Guest Cards from TI catalog, or create your own
- \_\_\_\_\_ Greeters to welcome every guest at the door
- \_\_\_\_\_ Floaters to network and answer questions
- \_\_\_\_\_ Signs to direct to meeting room
- \_\_\_\_\_ 1-minute "toast-a-imonials" (need 2 or 3 to speak during the meeting about how TM helps)
- \_\_\_\_\_ Name Badges
- \_\_\_\_\_ Door Prizes (have a "punch bowl" for people to throw in business cards or filled out cards with name, email, and phone #)
- \_\_\_\_\_ Have Membership Applications on hand
- \_\_\_\_\_ Information Table (manuals, brochures, catalog, TM magazines, etc)
- \_\_\_\_\_ Follow-up press release with action photos
- \_\_\_\_\_ Follow-up letters to guests
- \_\_\_\_\_ Follow-up phone calls to guests