

# SWE-CM Event Coordinator Instructions

## Flyer Template Instructions:

Template is pretty self-explanatory and is meant to be a starting point. It can be used in its current format with updated/correct information or modified as necessary for the event. Some modifications are suggested below in italics.

- ✓ Update the Month for the event
- ✓ Edit the Word Art to include the correct Event Name
- ✓ Include the Day of Week, Month and Day, Year in the date
- ✓ Include Time
- ✓ *May modify formatting, i.e. font size and spacing, to include a brief description of the event*
  - *Usually done in gray font color like restaurant address*
- ✓ Include Restaurant Name
- ✓ Include Event Coordinator(s) names and email address(es)
  - Use the format given in template, i.e. spaces around the @, to avoid mailto tags when it's converted to pdf
  - Ex. Charlotte.Metrolina @ swe.org
- ✓ Include RSVP date
- ✓ Webmaster address is used for RSVP link to avoid SPAM to personal addresses
- ✓ Include phone # for Event Coordinator or delete entirely
- ✓ Include Restaurant address and phone
- ✓ *May include map and/or directions on a second page or resize page to 8.5x14.*
- ✓ Forward flyer to website coordinator and list serv administrator for posting and distribution.

## Evite Instructions:

These instructions are provided in case you choose to create and send Evite yourself instead of coordinating with website coordinator.

- ✓ For any email contact, use webmaster@swe-cm.org address in the link since you will be creating a URL for the evite.
  - Highlight the email address or name and click on the hyperlink symbol in the message toolbar.
  - Link URL = mailto:webmaster@swe-cm.org
    - If you wish to include a subject like "Event Info," URL = mailto:webmaster@swe-cm.org?subject=Event Info
  - Type in title if you wish.
    - Example above, Title = Event Info
- ✓ Include opt-out option.
  - At end of message, type "Remove me from your email list."
  - Highlight "Remove" and click on the hyperlink symbol in the message toolbar.
  - Link URL = mailto:webmaster@swe-cm.org?subject=UNSUBSCRIBE
  - Title = UNSUBSCRIBE
- ✓ The following are options that can be modified under **Invitation options**:
  - Ask guests to bring something
  - Change guest reminders
    - There are preset times for automatic reminders (ex. 3 days)
    - OR Turn it off and do it 'manually'
  - Include an end time
  - Create a URL for invitation
    - Use this option for general events not for events with limited guest lists (i.e. Members or EC only).
    - Evite creates the majority of the URL, you create the end or "file"
      - ex. SWE\_CM\_Social

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- Give the entire URL to website coordinator for link on Section website
  - ex. [http://www.evite.com/app/publicUrl/misc\\_code/SWE\\_CM\\_Social](http://www.evite.com/app/publicUrl/misc_code/SWE_CM_Social)
- Poll guests
- Request payment from guests
  - If event has set fee, input amount and it automatically links to our PayPal account and provides pay button on invite.
- ✓ Groups of 'guests':
  - Bounce
    - Addresses that have bounced back at some point to one or more evites
    - Don't necessarily need to include them in guest list
  - Committees
    - In case we want to use Evite for a Committees-only event
    - For EC only event, include Committees and Officers
  - Contacts
  - Guests
    - Invited to other events by contacts or members
    - Should not necessarily receive all invites
  - Members
    - In case we want to use Evite for a Members-only event
  - Officers
    - In case we want to use Evite for an Officers-only event
    - For EC only event, include Officers and Committees

### Event Report Template:

- ✓ Use Online Form if at all possible.
  - Website Coordinator will copy and paste information into Event Report Template.
- ✓ MSWord form document in locked mode.
- ✓ The header field and page numbers in the Table of Contents will update once you save the file with a new name and print preview the document.
- ✓ May unlock in the Forms toolbar if necessary to add line items in Tables.