



# Professional Development Event (Open House) Checklist

A Professional or Personal development event (aka Open House) is an opportunity to not just attract new members, but an opportunity for members to step out of their comfort zone, to put their leadership skills to work and shine!

Think BIG! When you give your guests more than they expect, your open house will be a huge success! Plan it all out and put everyone in the club to work. Put names next to items and have check-in progress meetings.

Start with an Open House Chair - this is a great opportunity as a project in the Pathways Education Program or a High Performance Leadership (HPL) project.

**Open House Chair** \_\_\_\_\_

## **Phase One - Planning (at least 30 days out)**

Contact the D58 Club Growth Director at [cgd@d58tm.org](mailto:cgd@d58tm.org) and let them know you have an upcoming event. Ask for marketing materials to help make your event a success.

Chairman should give a Motivational Speech to club to gain commitment and volunteers

Set a Goal for how many guests & members (Don't just invite 10 people. Invite more because statistically only about 30% will show up.)

Determine Location, Date & Time to accommodate your goal

Determine if you'll have a Guest Speaker or conduct some variation of a Toastmasters meeting.

List out who will perform each role on the agenda.

Confirm Toastmaster of the Day

Who will give one-minute "toastimonials" (2-3 to speak during the meeting on how TM helps)

## **Phase Two - Publicity and Guestlist**

Publicity and guestlist committee

Brainstorm a list of every possible place to publicize. [websites, HOA's (homeowners associations), cable outlets, community newsletters, corporate newsletters, Facebook neighborhood groups, Facebook event, event on District website, blogs, etc.]

Use the D58 Open House video in your online posts and events invitations to help publicize why Toastmasters can help



Print and distribute flyers for each member to distribute & post  
Invite neighboring businesses  
Press Releases (Make two: send 1 & 2 weeks prior to event)  
PSA's (1 & 2 weeks prior to event) (Radio Stations, Public Access TV, etc)  
Task every member to bring a minimum 2 guests

### **Phase Three - Food and Decorations**

Food committee (cookies, fruit, veggies, cheese & crackers, punch & coffee)  
Decorations committee  
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  
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)

### **Post event (one week after event)**

Follow-up press release with action photos  
Follow-up phone calls or letters to guests  
Conduct an after-event meeting to discuss how the event went