

IWIRC Hong Kong – Event Communications Protocol
Draft Date: 27 June 2018

	Step	Responsibility
About 3 weeks before the Event		
1	Draft and send an email to the sponsors providing them the event and bank account details, if the funds have not been received it. Attach the sponsor letter (standard template) customised for the event. Keep Treasurer updated on status. (the sponsor letter needs to be reviewed and signed off by the co-chairs)	Event Organisers
2	Draft the text for the Mailchimp invitation and circulate to Co-Chairpersons for their inputs/amendments	Event Organisers
3	Circulate the finalised text for the Mailchimp to Communications Co-Chairs, copied to the Co-Chairpersons	Event Organisers
4	Prepare and circulate a draft invitation email in Mailchimp template to the event organisers and Co-Chairpersons *To insert links to Facebook and LinkedIn pages/profiles in the event invitations <u>Mailchimp account (www.mailchimp.com)</u> Username: Password:	Communications Co-Chairs
5	Send the invitation email via Mailchimp to the IWIRC members (and friends)	Communications Co-Chairs
6	Monitor the IWIRC Gmail account for event registration emails and compile a spreadsheet of the event attendees <u>Gmail account (www.gmail.com)</u> Username: Password:	Event Organisers
7	Create event on Eventbrite so that an event notification will be added to the ‘Events’ page of the IWIRC webpage <u>Eventbrite account (www.eventbrite.hk)</u> Username: Password:	Communications Co-Chairs
About 1 – 1.5 weeks before the Event		
8	Send an email to the confirmed RSVP’s to the extent the events are on a “first come first serve” basis – especially technical seminars, breakfast bites, speed networking, dimsum lunch etc	Event Organisers
About 3 business days before the Event		
9	Draft the text for a reminder email and circulate (together with the spreadsheet of attendees) to the Communications Co-Chairs, copied to the Co-Chairpersons	Event Organisers

	Step	Responsibility
10	Prepare and circulate a draft reminder email in Mailchimp template to the event organisers and Co-Chairpersons	Communications Co-Chairs
11	Send reminder email via Mailchimp to the event attendees (or if uptake for the event is not large, may want to consider circulating to the wider email distribution list)	Communications Co-Chairs
On the day of the Event		
12	Take photographs of the event	Event Organisers (or Communication Co-Chairs if Events Organisers are not going to be in attendance - this to be arranged in advance)
Following the Event		
13	Send an email to the Board with a debrief of the event providing the details including but not limited to number of attendees (split between members and non-members), charity funds (if any), general feedback from the attendees.	Event Organisers
14	Send an email to the Sponsors thanking them and with a debrief of the event providing the details including but not limited to number of attendees, charity funds (if any), general feedback from the attendees and what value they got.	Event Organisers
15	Send the photos to the Communications Co Chairs	Event Organisers
16	Create album and upload photographs on to Flickr account <u>Flickr account (www.flickr.com)</u> Username: Password:	Communications Co-Chairs
17	Upload photographs onto the IWIRC website by going to the IWIRC HK webpage, logging on and uploading the Flickr album under the Photo section	Communications Co-Chairs
18	Create album and upload photographs on to Facebook account and create new Facebook post	Communications Co-Chairs