



SIMPLE SUGGESTIONS FOR AN EFFECTIVE EVENT

Suggestion 1

- ✓ Let other businesses know that you are sponsoring this event and encourage them to attend.

Suggestion 2

- ✓ We encourage you to give away a promotional item(s). This could be something from your business or an item with your name on it or a free one-time service.

Suggestion 3

- ✓ Plan to arrive at least 15 minutes before 5 pm to set-up an area with items to promote your business. Bring plenty of business cards to give to each person in attendance.

Suggestion 4

- ✓ Please stand in the entrance area to greet arriving guests. Introduce yourself and what business you represent.

Suggestion 5

- ✓ Inform the guests to sign up for your drawing.

Suggestion 6

- ✓ Between 6-6:15 pm a M.S.A. Board Member will introduce each sponsor and have him/her talk about their business for 2-3 minutes and have them draw their winner(s).

Suggestion 7

- ✓ Do not forget to enjoy yourself! Mingle with guests during the remainder of the event and be sure to share everything your business has to offer.

