

Chapter Event Planning Guidelines

Planning a Chapter event is a combined effort between the Chapter Leaders and ChIPs National. Below is a step-by-step guide to planning and executing a successful Chapter event.

1. Chapter: Notify ChIPs Community Manager with requested date of event.
2. ChIPs: Confirm date availability with Chapter.
3. Chapter: Submit [Event Request Form](#) with finalized event details a minimum of 4 weeks prior to the event date.
4. ChIPs: Send Chapter roster to Chapter Leaders.
5. Chapter: Review roster. Reply back to ChIPs with any “guests” to be invited.
6. ChIPs: Create Eventbrite registration page and event invite email. Send to Chapter Leaders for approval.
7. ChIPs: Launch registration page and send event invite email.
8. ChIPs: Promote event on the ChIPs website and social media pages, Chapter Leaders are encouraged to repost for optimal reach.
9. ChIPs: Manage registration list and send Chapter Leaders updated registration lists on a weekly basis leading up to the event.

Event Logistics. Chapters are responsible for all logistical details pertaining to their event (venue, sponsor, f&b, a/v, on-site check-in, badge printing, badging materials, etc.).

Event SWAG. Chapters may provide SWAG or giveaways to event attendees. ChIPs must approve all ChIPs branded SWAG.

Event Content & Speakers. Chapter Leaders are responsible for identifying content and securing speakers for their events.

Chapter Leaders are encouraged to share, re-tweet and post about their Chapter events on their personal and/or work related social media pages to reach a wider audience.