

STEPS TO PRODUCE EFFECTIVE PROGRAMS



FORM A COMMITTEE

Form a committee that consists of board members and other interested members. The committee can change with different events and depending on member's expertise. The core committee should remain consistent. The RD should be a close advisor not the program chair.

GENERATE PROGRAM IDEAS & CONCEPTS

- Network with other RD's and your District Director
- Get on other regions email lists to see their invites and/or visit the FGI
- Model your events after successful NY events
- Each region has unique aspects, create an event around that resource
- Take ideas from the media, a great resource for venues, speakers, topics and sponsors
- Approach industry leaders, think beyond your region
- Include younger members for fresh ideas
- Hold a brainstorming session with your board to look for new ideas
- Potential topics including fashion, home, beauty, commercial design, health
- Present new retail trends
- Monthly networking for members only
- Event geared toward entrepreneurs

CREATE A CALENDAR

IDEAL PROGRAM CALENDAR SHOULD INCLUDE 10 PROGRAMS PER YEAR

PLUG IN REQUIRED PROGRAMMING

- FGI Global Communique' Fashion Presentation – twice a year
- Industry Business Panel Event (twice a year)
- Annual Meeting

STRONGLY RECOMMENDED PROGRAMS

- Members Only/Networking Discussions
- New Members welcome event
- Rising Stars or Night of Stars

Please note that store, hotel, spa, restaurant openings & trunk shows are not considered programs but are considered benefits of membership

CREATE AN EVENT CHECK LIST 2-3 MONTHS OUT

- Update email and mailing list/ acquire other lists if possible
- Create a timeline for each event
- Send an email "Save the Date" to your entire membership as well as to non-members
- Post program on FGI website on the regional webpage – and upon NY approval on
- @fgiglobal Instagram page
- Work closely with graphic artist/computer designer
- To stay on track with the set timelines
- Sponsor logos and speaker's pictures must be approved by them before publishing
- Establish venue and review contact (where applicable) with RD & Treasurer
- Establish the ticket price once all expenses have been discussed. Create a member and non-member ticket price. At a minimum this should be a \$15 difference.
- Book speakers and prepare them as time gets closer with group profile info and the details of the program
- Invite members of the "Press" when appropriate to further the FGI image while attracting new members. Ask PR member to keep updated press list and to be the contact.
- One to two weeks out make sure your committee has followed through with their assignments and that they are attending the event. Touch base with venue again to reconfirm details and review the evening's timeline with the manager.
- Five days out re-confirm the attendance count with venue so as not to over book.
- One day before touch base one last time to re-confirm details of the event.

PROTECT THE BRAND

- See regional logo information from Redbook. Note that FGI invitations, email, and all social media must reflect the FGI brand – as well as FGI colors and font
- Please, remember to include your sponsors' logo and brand identity/mission statement in all your collateral materials.
- Venue should be varied and exciting • Remarks made by event chair must be well prepared and rehearsed
- When partnering with other groups always keep FGI brand in the forefront

PLAN YOUR BUDGET & STICK WITH IT!

- Goal for every event is to make a profit!
- Use a budget sheet for each event (see handout)
- Work with your RD and Treasurer to verify an amount available for the event
- Accountability is key! The program chair must stay on budget

RECAP

- After event re-cap the successes and weaknesses, review the budget and give re-cap to Treasurer for their records.
- Every event should be evaluated for its successes and failures. This ensures better future programming.

RECAP PROGRAM PLANNING

EXPLORING
FASHION'S
FUTURE

Jan

Feb

Mar

Apr

May

June

July

Aug

Sept

Oct

Nov

Dec

*REMINDER– only rd and treasurer are authorized to sign contracts on behalf of FGI