



Co-Sponsoring Events with Other Organizations Agreement Guidelines

Washington, DC Metro Chapter

PURPOSE:	To draw bigger audience? To attract a bigger name speaker? Other? This should be a specific, tangible objective. (Organize for logistics only i.e., transportation, lodging)
TYPE:	Regional? Monthly? Annual? F2F or Virtual? Cross Professions?
COORDINATORS:	Role definitions – to work as One Who is making decisions and who is involved? To work as one group, not separate groups; working team handles logistics
TOPIC/SPEAKER:	Appropriate/Interest/Relevance for group
LOGISTICS:	
Revenue & Expense Division	Which group collects program fees? Which group pays expenses? How are these divided? – Pro-rated by membership attending? 50/50? Other?
Meeting Location	Criteria – Location, Fee, Food, Room size and ambiance, Room set-up Who books it?
Marketing/Advertising	How will both groups market the event? One strategy is best. To what audiences? Delivery methods? Content – who develops? Who approves? When will announcements go out? Who sends them?
Registration	
Pre-event	Method? (Online, credit cards, checks, etc.) Contact person and phone number, e-mail
Onsite	Need 1-2 people from each sponsoring organization at sign-in table Method
No-shows	Refund for 24 hr. cancellation? Apply to next event? Bill for no shows?
Hosting the Speaker	Who is contact person with speaker Lodging / Transportation / Meals Set-up/Break down – Speaker Materials and Organization materials; AVs Introduction Thank You / Gift
Debrief	Working Committee – lessons learned; one message delivered to all to maintain and build the relationships