

You're the Event Coordinator... Now What?

As you view the Event Coordinator video, here is a worksheet to help you make notes, and begin to define those functions available to you in your GrowthZone tool kit that will benefit you the most in managing your events and attendees. If you are currently going through onboarding, your notes are conversation topics you should plan to have with your project manager to guide your setup.

Customization

Think about the messages you send and how those messages reflect your organization and brand.

- Do you want to [brand or customize the communications going out to your members?](#)
- Do you want to [customize registration or event instructions for each event?](#)
- Are there any other [event-specific settings](#) you need to configure?

Communication

How can you contact your invitees, registrants, and attendees?

- Do you need to contact a specific group of contacts by [event attendance status or registration type?](#)
- What types of [event communications](#) will you be sending?
- Do you need to review [delivery statistics?](#)
- Do you prefer to [create an email on the fly, customize a system default email template, create a new email template,](#) or use the default system templates?

Forms/Surveys

- Did you want to send event follow up surveys?
- Would you like to learn more about subscribing to the [Forms/Surveys module?](#)



MemberPlus App

- Will you be using the [MemberPlus app](#) to [communicate with your members](#)?

Flexibility

What options can GrowthZone provide for my events?

- If you have a past or test event that you have set up and want to use that setup again, it is very easy to [copy an event](#) to use again.
- Do you have events that [repeat on a scheduled basis](#)?
- Do you need [member and/or non-member pricing](#)?
- Will you have events that need [table or team registrations](#)?
- Will you have events with [limited registration](#) available?
- Do you need to [collect specific information](#) for an event?
- Will there be any [discounts](#) available for your events?
- Will your events have [additional items for optional purchase](#)?

Sponsors/Ads

- Are you planning to offer [sponsorships](#) for any of your events?
- What kind of [sponsorship benefits](#) are you planning to offer?
- Would you like to learn more about subscribing to the [Sponsors/Ads module](#)?

Expo

- Will you be having [exhibitors](#) at any of your events?
- Will any of your events be including [multiple sessions](#) for your attendees to select from?



Expo (continued)

- Would you like to learn more about subscribing to the Expo module?

Continuing Education

- Will your events/sessions be tied to [Continuing Education hours/credits?](#)
- Would you like to learn more about subscribing to the [Continuing Education](#) module?

Promotion

How do we get the word out to our members and our community?

- [Event pages](#) full of details, images, and even videos create excitement.
- Publish calendars and events [to your public website](#)
- Have members-only [calendars](#) only available on the Info Hub for exclusive events
- [Send \(and re-send!\) invitations, email event reminders, and other messages](#) specific to your event
- Share the event to your various social media pages- and encourage your members and community to spread the word as well!

Management

How do we manage our events and registrations?

- Members can update their own registrations using the link in their confirmation email- or [you can do it on their behalf in the back office](#)
- [Match event contacts to database contacts](#) for additional tracking and reporting
- Payment options on the Attendee Purchases tab
- [Status management](#) (Attended/No Show) via the Attendees tab



- [Table/Team management](#) in a drag-and-drop interface
- Printable rosters and badges
- Multiple avenues for checking in attendees, including printable badges and rosters in addition to the [Staff App QR code scan](#) function

Productivity

What can we do with all this event data?

- Track contact registrations, exhibitions, and sponsorships at-a-glance on the [Engagement tab](#)
- Track event registration, discounts, exhibitors, session registration, and more through [robust event reporting](#)

Projects/Tasks

- [Tie events to projects for tracking of assigned tasks](#) essential to the event creation, setup, completion, and post event follow-up
- Would you like to learn more about subscribing to the [Projects](#) module?

Forms/Surveys

- [View form responses](#) and [tie responses to contacts](#) in your database
- Track responses in the [Form Response Report](#)
- Let us know if you are interested in learning more about the [Forms/Surveys](#) module.

