
IWIRC HONG KONG NETWORK

GUIDELINES FOR EVENTS COMMUNICATIONS

- 1 Organisers of event send Comms the text for planned event and any suitable jpegs for sponsor and event. These jpegs are not artwork invitations as previously created by A&O but simply jpegs relevant to that event eg picture of ram for Dim Sum lunch, picture of camera reel for film event. We will include them in the body of the invitations as with the recent dim sum invite and the cocktail party reminder).
- 2 Comms create the invitation on Mail Chimp and send to Organisers of event for review.
- 3 Organisers of event liaise with Cat and Elly and any IWIRC board member whose firm is organised in sponsoring the event for sign off on the invitation and once sign off is obtained, they revert to Comms.
- 4 Comms send invitation to entire distribution list.
- 5 The Organisers of event monitor Gmail (password details below) for RSVPs (replying to RSVPs confirming receipt of email and saying we look forward to seeing them at the event) and create and maintain an excel spreadsheet in the attached format (it needs to be in this format so that Comms can convert it easily into a txt file compatible with Mail Chimp and use it to create a list for the reminder email).
- 6 Closer to event Organisers of event send Comms text for reminder email and advises Comms whether Comms should send reminder to whole distribution list or just to those who have RSVP'd (and if the latter, Organisers of event send excel spreadsheet to Comms so they can create distribution list)
- 7 Comms create reminder email on Mail Chimp and send to Organisers of event for review.
- 8 Organisers of event liaise with Cat and Elly and any IWIRC board member whose firm is organised in sponsoring the event for sign off on the reminder invitation and once sign off is obtained, Organisers of event revert to Comms.
- 9 Comms sends invitation to Mail Chimp entire distribution list or just to those who have RSVP'd (and contained on the excel spreadsheet).
- 10 Organisers of event monitor Gmail for any final RSVPs/cancellations and bring final draft of excel spreadsheet to event as attendance list.
- 11 Comms will also post reminder(s) on Facebook leading up to an event.

Gmail address: iwirchk@gmail.com

Gmail password: **iwirchk...**