



Build your local detailing community!

Questions?
info@the-ida.com

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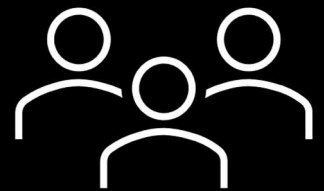
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Overview

Hosting an IDA Meet & Greet is as easy as 1, 2, 3... Choose your date and location, set your agenda, and submit your [“Host an IDA Meet & Greet”](#) form online.

What is an IDA Meet & Greet? An IDA Meet & Greet is a social event – which may or may not also include an educational component – meant to bring together detailers and suppliers to network, make connections (business or personal), learn from each other, and build a supportive community within the detailing industry in your region.

Why should you host an IDA Meet & Greet? There are a lot of reasons to host a Meet & Greet event, including:

Strengthening ties: to build a strong professional network of mutual support in your area;

Increasing visibility: to showcase your shop, brand, or company;

Growth and promotion: to establish yourself and your company as a local detailing resource hub and open the door for future collaborations and business ventures;

Knowledge sharing: to exchange insights with and learn from other detailers and suppliers who are working in the same local market as you, who may be experiencing the same obstacles and trends that you are.

Who can host an IDA Meet & Greet? Any member of IDA can host their own IDA Meet & Greet. It is as easy as choosing your date and location, setting your event agenda, and then submitting the “Host an IDA Meet & Greet” form on the IDA website.

Where can you host a Meet & Greet? At your shop or a fixed location; at a pop-up location to showcase your (and other local detailers’) mobile unit; at a supplier storefront or warehouse; at a local pub/restaurant/bar; at a detailing training center. As long as either the host or the facility is a member of the IDA, you may host a Meet & Greet wherever you please.

What happens at an IDA Meet & Greet? An IDA Meet & Greet can take many forms! From a purely social event to an educational session, to a “shop crawl”, there are many ways to make your Meet & Greet an entertaining and successful event.

QUICK LINKS:

[“IDA Meet & Greet Policy”](#) [“Host an IDA Meet & Greet Form”](#)

Not sure what your Meet & Greet will look like? Select one of our pre-made sample agendas from the following collection!

Sample Agenda

Not sure how to structure your Meet & Greet event? No problem! Utilize the sample agenda below – as is, or adjusted to fit your needs!

1. Begin with an overview:
 - a. Self-introduction and thank you for coming
 - b. Facilities: location of restrooms, refreshments
 - c. Overview of event program—what’s going to happen
 - d. Attendee introductions around the room: name, business name, how long have you been in the detailing industry (or other ice breaker question)?
2. IDA blurb (as required in the IDA Meet & Greet Policy document – approx. 5 minutes)
 - a. Group question: How many are IDA members? How many are IDA certified?
 - b. Overview of IDA (if AV is available, utilize [this](#) pre-made PPT)
 - i. History and Purpose
 - ii. Member Benefits
 - iii. How to Join
3. Event Program (roundtable discussion, speaker, demo, etc. – see expansive program suggestion list on the next page)
4. Completion:
 - a. Thank attendees for coming.
 - b. Feedback: Did you find value? Would you attend again? Preferred frequency of events?

Program Ideas

- Detailer's discussion group or roundtable
 - Go around the room and bring up challenges and offer solutions
 - Use this to figure out good topics for future meetings
- Demo of specific product/process
 - Per the IDA Meet & Greet Policy document, demo must be educational in nature and not purely a sales pitch.
- Supplier showcase
 - Host the event at a local supplier distributor or manufacturer's location, tour the facilities, and have them introduce new product or equipment innovations.
 - Per the IDA Meet & Greet Policy document, must remain educational in nature and not purely a sales pitch.
 - Invite several suppliers for a supplier roundtable or mini exhibition.
 - Per the IDA Meet & Greet Policy document, no brand bashing allowed.
- Invite a local business expert to give a presentation:
 - Insurance agent
 - CPA
 - Bookkeeper
 - Employment law/HR representative
 - Marketing or PR expert
- Invite a local detailer or supplier representative with an expert specialty to give a presentation:
 - Technical advice and demonstrations
 - How to start/build a detailing business
 - Transitioning from mobile to fixed (or vice versa)
 - Finding new customers
 - Scheduling and time management skills
- IDA-specific presentation with a seasoned member/volunteer
 - In depth overview and Q&A about the certification program
 - Getting the most out of IDA benefits
 - Navigating the IDA website
- Successful detail shop owner's story with a local legend or detailing industry mentor
- "Open House" tour of a newly built facility/shop, new organizational system or garage set-up, etc.
- "Shop Crawl"
 - If you already have connections with a few other local detailing shops, set up a mobile "crawl" to visit each location with a tour or activity at each stop.

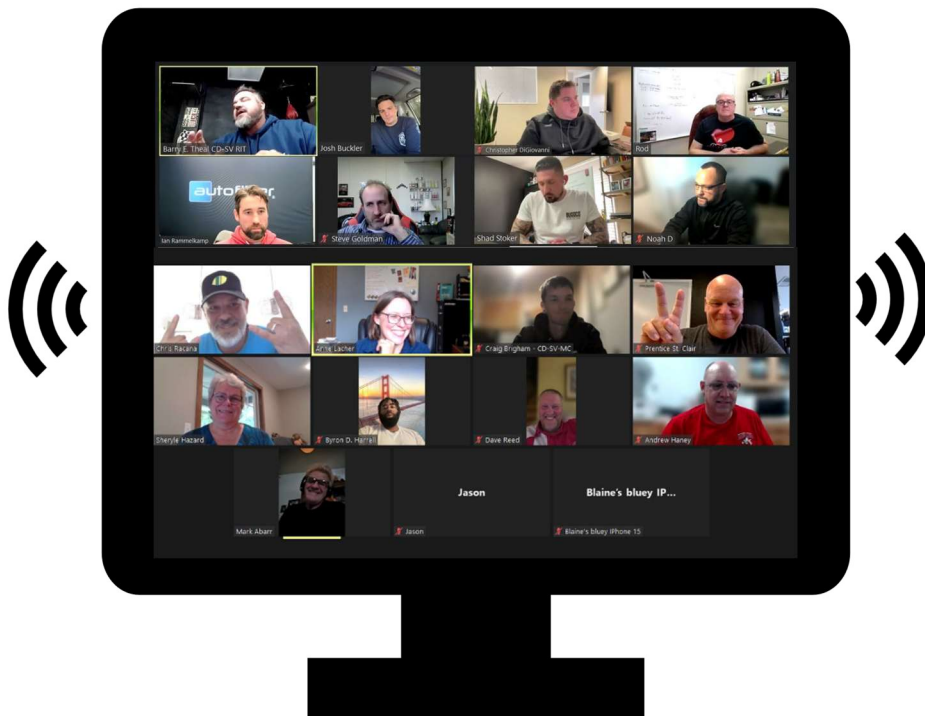
All About Virtual

Meet & Greets can be hosted in person, virtually, or both!

Why host virtual, or include a virtual component? Adding a virtual component to your in-person Meet & Greet allows participants to take part when they may otherwise not be able to attend (too far away from the in-person location, no transportation, time limitations, etc.). You can connect with a broader audience and extend the local community even further.

How does a virtual Meet & Greet work? Very similarly to an in-person! Choose your date and time, set your agenda, and submit the “Host an IDA Meet & Greet” form. Indicate on the form that the location is virtual / via Zoom. You may use your own online meeting platform, or you may utilize IDA’s Zoom account if the chosen date/time is not already booked for another meeting.

How does a hybrid in-person *and* virtual Meet & Greet work? Again, very similarly to an in-person! Choose your date and time, set your agenda, and submit the “Host an IDA Meet & Greet” form on the IDA website. Indicate on the form that the location is both in-person and also virtual / via Zoom. You may use your own online meeting platform, or you may utilize IDA’s Zoom account (if the date/time is not already booked in Zoom). You will need adequate microphones, cameras, and screens so that virtual attendees can see and hear the planned program. You may open up the entire event to include virtual participants, or open up just the educational program, or just the social hour. Be sure to test the sound going both ways, so you can include your virtual participants in introductions/ice breaker time and in Q&A time with the presenter (if applicable).



FAQs

FAQ: Can non-members attend IDA Meet & Greets?

Yes! Members and non-members are all welcome to join an IDA Meet & Greet event.

FAQ: Does the location have to be a detail shop or supplier facility?

No! You could host a BBQ in the park, a reserved room at a pub or restaurant, or anywhere you want. As long as *either* the individual hosting the event or the facility/location is a member of IDA, Meet & Greets can be take place anywhere.

FAQ: Can I charge an entrance fee / registration fee?

No. Per the IDA Meet & Greet Policy document, you may not charge attendees for coming to the Meet & Greet. All IDA Meet & Greet events must be free of charge and open to all. If there will be food or drink available for purchase, you must disclose that in the “Host an IDA Meet & Greet” form so that attendees are aware ahead of time, and purchase should not be required.

FAQ: Can I host a virtual/online Meet & Greet?

Yes! Virtual Meet & Greets hosted via Zoom or other online platforms can be just as valuable to create connections with both locals and industry professionals from around the world.

FAQ: How/Where can I advertise my Meet & Greet?

IDA will post your event to the IDA Event Calendar webpage. You may also request eblast and/or social media advertising through IDA (via the “Host an IDA Meet & Greet” form). We also recommend advertising via your own social media platforms, advertising to your email list, visiting businesses close by to invite them personally, or distributing flyers in your local area.

FAQ: How do people RSVP?

Most hosts collect their own RSVPs; you will be asked to supply the method of RSVPing when you fill out the “Host an IDA Meet & Greet” form. This can be a simple RSVP to your email address, a link to a online form, or a link to a Facebook event for RSVPing. If needed, you may request that IDA collect registrations through the Event Calendar webpage, as well.

FAQ: Can we have alcohol at our Meet & Greet?

IDA does not prohibit alcohol at events, but we do advise against it for liability reasons (both IDA and for yourself/your company).

FAQ: How often should I host Meet & Greets?

Ask your attendees! Hosting very rarely may not have the community-building effect you are looking for. Hosting too often may decrease attendance and value. When you host your first Meet & Greet, be sure to ask for feedback during the conclusion of your event, including how often the participants would consider attending these Meet & Greets.

Policies and Helpful Links and Downloads

We have compiled a helpful links, documents, downloads for quick and easy access.

IDA Policy - Meet & Greet Events:

1. The host or the facility must be members in good standing of the IDA.
2. The host must use a portion of the event to talk about IDA membership, webinars, certifications, or other IDA offerings.
3. Any demonstrations or presentations at the event are to be educational in nature, and not solely a sales pitch. No product promotion or competitor/brand bashing is allowed.
4. RSVPs for an event are to be collected by the host or facility, unless otherwise arranged with the IDA Central Office.
5. The event must be free to attend. If food and beverages are available for purchase only, this cost must be disclosed in the event advertisements.
6. IDA requests that you document your event with photos/videos to share on social media. Please use appropriate hashtags such as #IDAdetailers and #IDAmeeet&greet.

For guidelines on the promotion of your IDA Meet & Greet Event, please see the [“IDA Communications Policy on Member/Event Promotion”](#).

Links and Downloads:

Downloadable PDF version of [“IDA Policy – Meet & Greet Events”](#)

Downloadable PDF version of [“IDA Communications Policy on Member/Event Promotion”](#)

Direct link to the [“Host an IDA Meet & Greet”](#) form

Downloadable PPT [“About the IDA”](#) presentation

Downloadable [“IDA Meet & Greet”](#) signage (IDA branding only)

Downloadable and editable [“IDA Meet & Greet”](#) signage (add your company’s logo/name/info)

Downloadable [IDA Member Benefits](#) handout

Downloadable IDA “Join” postcard handout ([English](#) and [Spanish](#))

Downloadable IDA Certification Program informational handout ([English](#) and [Spanish](#))

Looking for even more brand visibility? [Click here](#) to view advertising and sponsorship opportunities.

Quick Checklist

Event Planning Checklist:

- Choose Date and Time
- Choose Location
- Set Agenda/Programming
- Invite Speaker or Special Guest (*if applicable*)
- Submit “Host a Meet & Greet” Form to IDA
- Invite Attendees / Market in Your Area

Day-Of Event Checklist:

- Set Up Event Space (*if applicable: Additional Chairs/Seating, Water/Refreshments, AV set-up, etc.*)
- Post Signage (*i.e. directional signs outside if needed, Meet & Greet welcome sign on doors*)
- Welcome Attendees
- Run Through Agenda (Introductions, IDA Presentation, Event Programming)
- Thank Attendees & Collect Feedback

Post-Event Checklist:

- Send Event Summary & Photos to IDA for Socials, Newsletter, & Other Marketing
- Plan Your Next Meet & Greet!

Contact Information

Questions or concerns? Contact the IDA Central Office!

Email: info@the-ida.com

Phone: 1-651-925-5526

Address: 2345 Rice Street, Suite 220, St. Paul, MN 55113, USA

Office Hours: Monday – Friday, 8:00am – 5:00pm Central Time



Get started today!



**CHOOSE YOUR
OWN DATE**



**PLAN YOUR
OWN AGENDA**



**CONNECT WITH
LOCAL DETAILERS**