



## Day of the Event or Tour Guidelines

### At the Event

WERCouncil Volunteers are the hosts for each event. Here are some essential elements to monitor:

- ◆ Make sure the meeting room is set to the event's specifications. Check the temperature, lights, layout, and audiovisual equipment for the program.
- ◆ Greet presenters and allow them to test the audiovisual equipment and become familiar with the room setup. Make sure that presenters have everything that is needed.
- ◆ Introduce presenters to the volunteers and any attendees.
- ◆ The one of the WERCouncil volunteer leaders should be stationed at the registration desk to check people in and collect registration fees from walk-ins.
- ◆ To collect all of the contact information from walk-ups, provide onsite registration forms – [click here for the form](#).
- ◆ The National Office will prepare name badges ahead of time and send to the designated volunteer leadership. Badges will list: full name, title, company name and member status (member vs. non-member). Be sure to bring extra blank badges for walk-ins. (Badge stock will be sent from the National Office.)
- ◆ If possible, make an obvious mark on the badges of first-time attendees; it will make it easier for volunteers to single those people out for introductions.
- ◆ Mingle with attendees.
- ◆ Start the meeting as scheduled.
- ◆ Traditionally, the chair of the council introduces the presenter. The introduction should be less than three minutes long. Be sure to meet with the presenter ahead of time to discuss any information to include in the introduction (see *Introducing a Presenter below*).
- ◆ Save time for questions after the presentation. Ask the presenter for a couple of questions to use in case this portion of the program lags. Give the questions to volunteers scattered throughout the room.
- ◆ After the meal or presentation, make an announcement as to when and where the next meeting will be held. If possible, have printed announcements ready to distribute.
- ◆ Meeting evaluation forms will be emailed to attendees during the program. Remind attendees their feedback is important in developing future programs.
- ◆ The Chair should send a thank you letter to the presenter/facility tour contact. If the WERCouncil would like, a thank you letter from the National Office can also be sent. Contact the Chapter Relations Manager if you would like the National Office to do this.

### Introducing a Presenter

Introducing a presenter gives the audience some idea of the presenter's background and credibility and prepares them for what is about to be presented.

The introduction also sets the mood for the session. A good introduction can create positive rapport between the audience and presenter.

The introduction may include answers to these questions:

- ✓ What is the main objective of this presentation?
- ✓ Why is the presentation topic a timely topic?
- ✓ What background information should the audience know about the presenter?