

Event Organization: Good Practices & Procedures

In an effort to support our OFA committees in the creation and delivery of successful and seamless events, please take a moment to review this document. This will ensure sufficient time and effort to properly organize, schedule, and market our events.

1. We encourage planning the event at least **60 days** prior to its launching date: Work on an event description with your committee or task force, figure out if the event will be hosted virtually or in person, create an event budget to include member vs. non-member pricing as well as sponsorship opportunities and any potential expenses (Please be sure the event can either generate some funding for the foundation or some value for our members. *Events shall not generate an expense for OFA).
2. Check our website's Events tab to make sure your proposed date doesn't conflict with any of our currently scheduled events and/or contact an AIA Orlando Staff Member to confirm.
3. Propose at least two available date options for additional flexibility in case the event needs to be rescheduled or postponed for any number of circumstances.
4. Make necessary arrangements with venues, speakers and/or moderators and gather photos, headshots and/or bios ahead of time (at least **40 days** prior to the event). This information will be included on our event page and registration page.
5. Reach out to potential sponsors and request their logos and website URLs once they make a verbal commitment (at least **40 days** prior to the event). This information will be included on our event page.
6. Submit an **Event Submission Form** online: www.orlandoarchitecture.org/event-request-form at least **30 days** prior to the event to ensure we have enough time to create an event page, a registration page, event banner, collateral material (QR codes, posters, bingo cards, stickers, signage, etc.), include it on the Foundations E-Newsletter, AIA Orlando's E-Charrette, and promote it via social media to ensure a good turnout.
7. If you are planning to offer CEU credits for the event, be sure to include 4 learning objectives. Contact debbie@aiaorlando.com for more information on how to get the event approved for CEUs. We would need this information at least **30 days** prior to the event in order to get it approved by AIA National.
8. Provide an event banner: 1200 pixels by 596 pixels, or a photo if you'd like us to create a banner for you (at least **30 days** prior to your event).
9. For questions contact michele@aiaorlando.com