



# Event Ideas

## Ways to Promote Your Chapter

### **BNI Family Picnic**

During the summer, BNI holds a picnic for all chapter members and their families. Chapters are encouraged to donate Chapter gift baskets as door prizes. This is a potluck event, so you'll be coordinating the potluck sign-up sheet as well as getting members to register for the event. Flyers will be provided to you to encourage your chapter members to participate.

### **BNI Open House**

Western Slope BNI schedules Open Houses in April and October. This event is intended to promote your chapter as well as chapter members' businesses to visitors and other BNI members throughout the region. Each chapter purchases a table for a nominal fee. As Event Coordinator, you'll be responsible for registering your chapter for this event, coordinating the table setup and take down, as well as encouraging members to bring visitors to the event.

### **Chamber Events**

Chamber events are an outstanding way to meet prospective members as well as promote your own business. Each week during the Announcement portion of your BNI meeting, you should promote and announce Chamber events, Greeters, mixers, and other networking events to encourage participation. Supporting your local Chamber of Commerce will only prove to benefit your chapter. Most Chambers have a website that lists their monthly events. As Event Coordinator, you can also assign other chapter members to attend these events to promote your chapter. Have them report back at the next meeting about their visitation to the event.

### **Chapter Socials**

Often, chapters will conduct chapter socials to encourage members to get to know each other better. Quarterly events such as movie night, bowling, batting cages, or rock climbing are common. Or chapters will do an evening event that focuses on "Client Appreciation Night." As Event Coordinator, you'll be responsible for setting up a Steering Committee to organize, arrange, and promote this event within your chapter.

### **Focused Inviting Days**

After developing a current Top Ten List of Wanted Professions, decide which two professions your chapter would like to target. Chapter members should focus on inviting someone in that particular profession for a particular stack day meeting. Try to picture a meeting with six or seven dentists in the room! Not wanting their competition to get the business, many of them will apply. Then your chapter has the opportunity to interview and select the best! Some chapters will divide into two teams and focus on two professions, creating a little friendly competition. Rotating these days every few weeks is part of the Focused Inviting Days Program. See your Director for more information.

### **Joint Chapter Meeting**

Ever wonder how another chapter runs their meeting? Even though it's the same agenda, each chapter has its own dynamics and way of presenting the information to its members and visitors. Arrange with another local chapter to do a Joint Chapter Meeting to spice things up a bit. Remember, if this event takes the place of your regular meeting that week, then attendance is required (substitutes are allowed). Interested in setting up a region-wide Joint Chapter Meeting? Contact your Director for more information.

### **Joint Visitor's Day**

A Joint Visitor's Day is an event coordinated by BNI that involves two chapters teaming up to host a Visitors Day to aid in chapter growth and development. By adding new members to your chapter, there will be an increase in referrals passed, and ultimately more business being conducted for all! On average, a chapter that participates in a Joint Visitors Day increases their chapter membership by six new members! By working with another chapter you are sharing resources and helping each other grow—Givers Gain! Joint Visitor's Days are only conducted in the spring.

## **Regional Conferences**

Held periodically in the Western Slope BNI region, this event is designed to educate BNI members and the general public on how to better do business by referral. This event may coincide with a Book Tour or International Speaker. As Event Coordinator, you'll be responsible for promoting these events in your chapter and encouraging members to participate. Usually a one-day event, regional conferences are packed with valuable business-building seminars and are often combined with a business expo/trade show.

## **Trade Shows**

Trade shows are one of the most effective ways of increasing chapter membership. BNI regularly purchases booths in trade shows and expos. Although the primary purpose of the trade show participation is to promote your chapter, members who staff these events may represent their business. BNI will pay for a trade show table up to \$450. Based on the total cost of the event, there may be a small fee for members to represent their business. Trade show expenses incurred without prior permission from BNI will not be honored. If you hear of a trade show in your area, contact BNI 60 days in advance for authorization and payment.

There are three criteria that the trade show must meet:

1. It must be open to all professions, not a vertical market, for example a real estate trade show or home improvement expo.
2. It cannot be located in a shopping mall or general public place where the visitors are not there to specifically conduct business.
3. The cost must not exceed \$450.

Contact your director for more details on Trade Shows.