

Running Regional Gatherings

<http://bit.ly/RunningRegionalGatherings>

Pick your team

- Chair
- Registration
- Volunteer coordinator
- Hospitality
- Programming
- PR/Social media point person
- Set-up/Break-down

Setting your RG apart from the rest

- What is unique about your event that will attract attendees (your venue, your date, the theme, etc.)?
- Go to other RG events and get a feel for how different groups handle their event
 - What are common challenges?
 - What is a successful model for a fun RG?

Pick your dates

- Check the calendar- Try not to conflict with other events, especially if they're local or national attractions (Mind Games, the Annual Gathering, CultureQuest, etc.)
- Use the calendar or the timing of your event to your advantage (Snowball, WeeM, Wicked Good, and RechaRGe are good examples of local groups using the calendar and the timing of their event to help make their event stand out)

Find your venue

- You will NEED a good relationship with your venue!! Your event can be "make it or break it based on the location.
- Are they willing/able to let you bring your own food/drink?
- Room rates- competitive pricing *is* negotiable

What kind of hospitality are you going to provide?

- Round the clock snacks?
- Catered by hotel or prepared by volunteers?
- How many meals (if any)?
- How are you willing to handle food sensitivities/allergies

Figure out your budget and estimated attendance (check with other local groups to get a baseline budget)

- How much space can your venue accommodate?
- What's a realistic number to expect for attendance?
- Is your event kid-friendly? Will you have kid's programming or babysitting (consider charging separately)?

Advertising- using PR to get your event out there

- Get your event listed on national's website-
<https://www.us.mensa.org/attend/gatheringslisting/>
- Publicize your event to your local group and the surrounding local groups
- Use social media to get the word out about your event
- Are you interested in attracting potential new members? You can offer a test session in conjunction with a guest member badge
 - Post in places where you get more bang for your buck
 - Libraries
 - Gaming groups
 - Rec centers
 - Places that host pub trivia

Handling on-site issues

- Your chair is going to be the point person from set-up to break-down. Make sure the person in charge is equipped to handle situations as they arise.
- Have a plan in place for how to handle emergencies, issues with attendees, food issues, venue issues... the best way to guarantee a breakdown is to expect everything to go smoothly.