

Activity title:

Target audience:

Members, Businesses

Number of volunteers required:

2-5

Budget:

Cost neutral but involves financial commitments of >£10k

Project Brief:

To hold a Regional Annual Dinner, inviting senior local dignitaries and attracting local and national "Blue Chip" companies to attend. The Event should be self financing through the sale of Corporate Tables and should support IMechE guests including new Members and Fellows in the Region.

Time required:

10 Months

Resources required:

Identify and arrange: Venue, Charity, Guest Speaker, IMechE Representative
Marketing –Create advertising flyer and post on Near You
Identify Companies that might attend and contact them (send an invitation letter, then email, then phone, then phone again)
Identify Chairman's and VIP Guests and contact them (letter)
Once companies/guests have booked send formal invitations and details of the evening (menu, bar tab arrangements, charity raffle etc)
Finalise Dinner Arrangements for the night – drinks Reception, Menu, Menu Cards, Order of Proceedings Cards, Gifts/Flowers etc.
Identify and secure Sponsorship
Manage Finances (sending invoices, paying in cheques, chasing payments)
Arrange certificates from HQ to be presented to newly qualified new members
Request raffle prizes from companies attending

How to structure the activity:

Have a Dinner Secretary (IMechE) leading a Dinner Committee
Have an Events organiser / Secretary then can do the flyers, menu etc (A Company Secretary / Business Support person is best we have found)
Members with good business contacts that can identify and cajole companies into attending is crucial for selling corporate tables
Committee decides on Venue, Charity, Guest Speaker but then clearly assigned specific tasks and duties to individuals
Have regular meetings 4-6 per year

Have a big long to do list to cover all items that need to be done

Have a big long list of companies to contact (1 in 5 take a table?)

Have a detailed meeting with the hotel events co-ordinator to go through the full proceedings for the evening to ensure they understand the requirements and expectations.

Outcome:

To have a successful Regional Annual Dinner that is the premier Engineering/Institution Dinner in the Region and that Engineers and Companies want to attend and encourage repeat attendance each year.

