



## PanIIT USA Chapter Support

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# HOW TO HOLD

## A SUCCESSFUL MONTHLY HAPPY HOUR

- **FIXED SCHEDULING:** This event works best if there is fixed scheduling and is towards the end of the month. The Dallas PanIIT chapter has been very successful scheduling this event every fourth Friday of the month. Chapters can also consider the fourth Wednesday (hump day) of the month.
- **SAME VENUE:** The chapter should consider holding it at the same venue every time. The chapter should try to negotiate with a sports bar or golf club restaurant for the ongoing event.
- **THEME:** Chapters should consider naming each event in sync with the season. E.g. April could be “Welcoming Spring”, October “Spooky Halloween”. This easy step would add to the excitement.
- **PROMOTING THE EVENT:** Success for each of these events was driven by four emails.
  - Email 1: Reminder 10 days before the event
  - Email 2: Reminded 4 days before
  - Email 3: the night before.
- Chapters should consider using event management software like evite. Overtime Chapters should build an event calendar and ask members to mark their calendar
- **FOOD:** The chapter should consider providing appetizer trays. Negotiating with the sports bar or golf club restaurant may be able to get the appetizers trays for free. Individuals will pay for their own **RECOMMENDED AGENDA:** This is a free flowing event. But the Chapter Leaders should take a moment to announce birthdays, promotions, professional achievements and/or future chapter/ national events.