



PanIIT USA Chapter Support

HOW TO HOLD

A SUCCESSFUL MONTHLY BUSINESS LUNCH

- **FIXED SCHEDULING:** This event works best if there is fixed scheduling and is towards the middle of the month. The Dallas PanIIT chapter has been very successful scheduling this event every second Friday 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 restaurant or golf club restaurant for the ongoing event.
- **SPEAKERS OR PANEL:** The business lunches need an invited speaker or a panel of experts. Speakers/panel members can be a local IIT Alumni, a visiting IIT Alumni or a local functional expert whose field of interest aligns with the chapter members' interest.
- **ACKNOWLEDGING SPEAKERS:** Each event should conclude with a "token" appreciation for the speaker/panel members.
- **FEEDBACK:** The chapter may consider gathering feedback from the attendees to plan for future speakers.
- **PROMOTING THE EVENT:** Success for each of these events was driven by four emails.
 - Email 1: Day after an event, summarize current event and announce next month's event.
 - Email 2: Reminder 10 days before the event
 - Email 3: Reminded 4 days before
 - Email 4: the night before.

The email should have a bio and picture of the speaker. Chapters should consider using event management software like evite. Overtime Chapters should build an event calendar that shows past and future speakers.

- **FOOD:** A buffet or fixed menu (for sit down) is encouraged. Individual ordering at the table and serving of alcoholic beverages is discouraged.
- **RECOMMENDED AGENDA:** Ideal length of the event should be 60 minutes.
 - Food: First 15 minutes
 - Chapter News and Introduction of Speak: 5 mins
 - Speaker: 20 mins (without any projector/presentation)
 - Q&A: 10 mins
 - Closing: 5 mins
- **MODEL THIS EVENT:** After Monthly Rotary Lunch Meetings