

# Creating an Event / Class

## General event / class info

- **Date.** When will this class/event be held? Date, start time and end time. Check the Rockford MakerSpace calendar to ensure there are no conflicts. Notify other RMS members to avoid conflicts with other events that might be in the planning stage but not yet on the calendar.
- **Location.** Where will your event/class be held? (RMS or elsewhere?)
- **Name.** Create a name for your event/class. This will be the title listed on the RMS calendar, Meetup, Facebook, Twitter, etc.
- **Description.** Write a thorough description. Describe the event/class in enough detail to answer questions people might have, and to generate interest.
- **Summary.** Write a shorter summary based on the description. This will be included on the RMS calendar, Meetup, social media, etc.
- **Leader.** Determine who will present/instruct the event/class. If the presenter/instructor is not a member of RMS, what RMS member(s) will host the event?

## Restrictions

- **Public / Members-only.** Is this a public or members-only event?
- **Age.** Are there any age restrictions?
- **Attendee limit.** Is there a maximum number of attendees?

## Attendee requirements

- **Materials to bring.** Should attendees bring anything?
- **Prerequisites.** Should attendees have any prior knowledge, or have taken any previous classes?
- **Required attire.** Is there required attire? *e.g.*, for welding: long pants, natural fibers, etc.
- **Other?**

## Charges

- **Fee(s).** Is there ... ?
  - a class/event fee (charged to attendees)
  - a presenter/instructor fee (paid *out* to presenter/instructor)
  - a materials fee (charged to attendees; paid *out* to vendors)
- **Donation.** Are charges a specific fee, a suggested donation or some combination thereof?
- **Discount(s).**
  - RMS member class fees are ½ off the non-member class fee
  - are there other discounts for students, seniors, active military or veterans, first-responders, etc.?

# Promoting the Event / Class

## Post and promote the event / class

Remember to mention to RSVP on Meetup, if required.

- **Notify members via Slack.** Notify members so that they get first chance to sign up (if appropriate).
- **Calendar.** Add the event to the official (Google) calendar on the website.
- **Meetup.** Create the event/class on Meetup.
- **Facebook.** Post about it on Facebook. Invite friends.
- **Twitter.** Tweet it!
- **Mailing list.** Send announcements via email using MailChimp.
- **Groups.** Notify other groups such as EigerLab, Rockford Maker Network, etc.
- **Advertise.** Advertise
  - on other online locations
  - in print media
  - on radio/TV
  - on posters
  - by distributing flyers
  - *etc.*
- **Craigslist.** Apparently, Craigslist lists events...

If making a flyer or sign that you will physically post, make sure that the most important details are large, bold, and easy to read. This would usually be the name of the event, the date and time, and the location. A description of the event can also be included, as well as any fees that may be involved. Include as much information as you can (but don't go overboard on text on posters). Include pictures or other visual attention-getters when possible. Include RMS logo to help develop brand recognition.

Flyers may be distributed at other events (where appropriate *and allowed*), or left at various businesses for distribution to their customers. There are a lot of places around town that have community bulletin boards where you can just walk up and post a flyer. **TIP:** Bring scotch tape and push pins just in case there aren't any available at the board. Also, some boards can be rather packed, so half page flyers may be better than full page at some locations. Finally, even if not required, be a responsible citizen and remove flyers after the event -- although a *brief* delay might let people know that they've missed something cool, prompting them to search for more!

# Running the Event / Class

## Before the event / class

- If you will have more than 10 guests, arrange for another member(s) to be present to help.
- Prep all of your tools and materials you will need to make sure you have enough and that they work. Some materials may include:
  - pens, pencils
  - Sharpies/Magic Markers
  - large notepad and clipboard for mailing list signup
  - promotional items: business cards, 1/2- or 1/4-page fliers, stickers, etc.
  - duct tape
  - scissors
  - string
  - wire cutters
  - zip ties
  - tablecloths

## At the event / class

- Show up at least 15 minutes early (or more, if needed) to welcome any early arrivals.
- Have each visitor sign in.
- Make sure each visitor has signed a waiver, the day of the event or on a previous visit.
- Collect any unpaid fees for the event.
- Offer your guests snacks from our low-tech vending system.
- Take pictures! We love having evidence of the events at our space.
- Before or after the event, explain what Rockford MakerSpace is and give a quick overview of membership.
- Make sure guests are not using any restricted tools or space.

## After the event / class

- Offer a tour of the facility.
- Make sure all tools and materials have been put away, and that any messes have been cleaned up.
- If your event has filled the trash or recycling, please deal with these appropriately.
- Be sure to follow lockup procedures when leaving. (Make sure all doors are locked, all lights/tools are off, etc.)
- Write a follow-up post(s) about your event on social media.