



# PORSCHE CLUB OF AMERICA - MILWAUKEE REGION

## CHECKLIST FOR EVENT ORGANIZERS

The following checklist should be completed for every organized Event and submitted at the earliest possible date to the **PCA Milwaukee Webmaster; Social Chairperson; and President.**

For an event to be successful, it must be announced to the membership as early as possible and promoted via the region Web site and through blast e-mails. Specific details will vary based on Event type, but typically include basic "who, what, where, when, why" information. Nametags must always be provided at the door to help new members feel welcome and a PCA Liability Form must always be signed by every attendee.

**\*\*If you are chairing an event, you are responsible to provide event information in as much detail as possible to the Webmaster. You can e-mail Webmaster. You are also responsible for writing the text for blast e-mails that you want sent on your behalf to alert membership about your event.** This information should be created and sent about 2 1/2 to 3 months in advance of the event, in order for the promotional material to appear on the region Web site for an adequate period of time. You are also responsible for any direct contacts to prospective participants. Accumulate e-mail addresses and send your own invitations to those you think may be interested.

**Who:** Event Organizer - Your Name: \_\_\_\_\_ Your Phone #: \_\_\_\_\_  
Your e-mail Address: \_\_\_\_\_

**What:** Title of Event: \_\_\_\_\_

**Venue:** Establishment name: \_\_\_\_\_  
Street address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Venue Telephone #:** \_\_\_\_\_ - allow others (baby sitter) to contact attendees in an emergency.

**When:** Day of week: \_\_\_\_\_ ; Date: \_\_\_\_\_ ; Year: \_\_\_\_\_  
Start time: \_\_\_\_\_ am / pm End time: \_\_\_\_\_ am / pm

People like to know if it's necessary to arrive exactly on time, and when they can expect to get home.

**Event Cost:** \$ \_\_\_\_\_ per person. Also note pricing difference for children, if they are invited, i.e., picnics.

**Why:** Description - Try to make the event sound interesting. Convince members to attend.

Event Description:

**Menu Information:** Time food will be served: \_\_\_\_\_ am / pm - assuming a lunch or dinner event.

Menu Details:

**Detailed Directions :** You may know how to get there, but does everyone else?

Directions:

**Is RSVP Required - YES or NO ;** If so, when is RSVP Cutoff Date: \_\_\_\_\_

RSVP Contact Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

RSVP via e-mail (provide e-mail address you want replies to go to):  
\_\_\_\_\_

**Event Sponsorship:** If the event is being sponsored by a Corporate partner, provide details below;

Company: \_\_\_\_\_ Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Tel: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_ Web: \_\_\_\_\_

**Special Instructions** - Anything attendees need for the event, such as: helmet, long sleeve shirt, long pants (autocross); swim suit (picnic with swimming facilities); etc.:

Special Instructions:

**Insurance Forms:** - Be certain PCA insurance forms have been submitted, if required for your event. Check with insurance chair to verify what you need to do and by when.

**Things To Bring:** - Nametags; Pens; Sign-In Liability Forms; Wristbands.

**Sign-In Liability Forms:** - Every person attending any Club sponsored Event MUST "sign-in" on a PCA liability form, even if no fee is being charged. In addition to limiting Club liability, the form serves a dual purpose of providing accounting review of cash flow (for fee events) and a convenient opportunity to hand out nametags. You must download the waiver/liability form(s) from the library on the PCA Web site. If children will be present you must have a waiver for minors.

**If Food Is Being Served (Non Catered):** - Consider items required for serving and eating - cups, glasses, plates, plastic forks / knives / spoons, napkins, cream, sugar, garbage bags, etc.

***Introduce New Members:*** - Make it a point to identify and greet ALL new members. Hand them off to appropriate club members (Officers, Directors, etc.) so they are introduced to others and made to feel welcome.