



UNIT-2

Using the Committee Approach

Learning Outcomes

By the end of this unit, the learner will be able to:

- ✓ Determine whether partners, sponsors, and volunteers can help to make your event unforgettable

Volunteers

Volunteers can make or break any event. A small meeting will probably just require your attention on the day of the event, but sometimes we need much more help. Volunteers can help you to coordinate everything and to keep the event day running smoothly.

Just because someone volunteers to help does not mean that you can treat them differently than your paid staff. Volunteers are giving you their time, and you need to treat them as a precious resource *even if your volunteers are colleagues from work*. Even your co-workers are taking time away from their work to help you out, so be sure to appreciate them.

Just like your committee members, volunteers need to know:

- What your expectations are
- What their responsibilities are
- Where to be and when
- Their job description or role, preferably in writing

Volunteers and your committee members all need to be properly thanked either at the event or immediately afterwards. Remember that you cannot get everything done without them. Remind them how much a part of the team they have been. A small gift, a token of the event, or something personally meaningful to each individual helps to add emphasis to your sincere gratitude.

Test Your Knowledge

Generate some thank you gift ideas that are appropriate for the type of events that you plan.

Doing Delegation Right

Let's see what makes delegation so fantastic! Delegation is not about giving responsibility away to someone else. You are the event coordinator, which means you are the one ultimately responsible for the results. But we've established that no matter how big your event is, it can be easier for you if you share the work around a committee.

Test Your Knowledge

Why do we resist delegating?

Why do we resist having others delegate to us?

What are some important things to remember when we delegate?

Don't waste your time doing things that somebody else can do, especially if they can do them better than you. Save your time for things that you are uniquely qualified to do. In addition to reducing your workload, delegation helps your staff or committee members learn new things and to take risks while they have you there for backup (if needed).

Delegating does not mean that you give away work completely. As the person responsible for this event, you must remember that you are ultimately responsible for the results that are achieved.

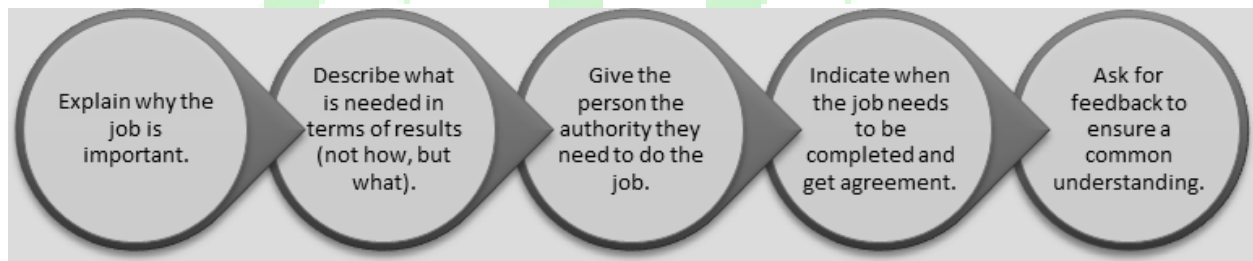
If you are not in a leadership position, you may be thinking that you don't have anyone that you can delegate to, but that's often not the case. In complementary work teams, we can also delegate laterally to a colleague who has a particular expertise, who is looking for some skill development, or simply has some extra time.

In *The Creative Edge*, author William C. Miller defines five levels of delegation:

- **Tell:** "Based on my decision, here's what I want you to do."
- **Sell:** "Based on my decision, here's what I want you to do, because..."
- **Consult:** "Before I make a decision, I want your input."
- **Participate:** "We need to make a decision together."
- **Delegate:** "You make a decision."

You must find ways to delegate, no matter what your position is. Learn to clearly define who is to do what and let them show you that they can do it. Make sure your communication is clear so that they know what your expectations are. Also make sure that you communicate any limitations to the assignment, such as budget, time, or other resources.

There are five steps to the delegation process:



Connecting with Partners and Sponsors

Benefits of Support

Let's look at some additional places that you can gather support for your event. Partners and sponsors can help you share the costs of an event, promote your event, and assist with providing committee members and/or volunteers.

Partners

A partner is often another company who wants to be a part of your event. If you are hosting a conference or some kind of training, for example, you can sometimes approach another company who might also be interested and share the costs of the event with them. Depending on your relationship and how many partners you can attract, you might share the costs equally, or your company may hold responsibility for a larger portion of the cost as a way of developing relationships with the partner companies.

One way to acknowledge your partners is to have their logos or business information at the event. You can provide them with table space for displaying merchandise or have the MC introduce them in the remarks. Whatever route you take, it is important that delegates see the presence of the partner relationship.

If the event you are planning is a conference, trade show, or training event, approach companies in your area and ask them if they are interested in partnering with you. Explain what the event is and how you see them partnering well ahead of the event itself. It's an insult to be asked to be a partner when the invitation comes a few days ahead of an event and the partner really feels like you are asking out of desperation for delegates or because you need money.

Sponsors

A sponsor may be at the event or may simply offer to pay for part of it. One common example is to ask sponsors to pay for a refreshment break during the day. When delegates go to the refreshment area, a large sign can be placed there informing everyone who the sponsor is. Another example: during golf tournaments, a sponsor may have a sign placed at the tee area.

Sponsors may also agree to donate some kind of gift, take-away item, or swag (like a coupon) which is placed into each delegate's bag. Or, perhaps their logo is printed inside the program.

Test Your Knowledge

Step Up and Ask!

Think of the pros and cons to inviting partners or sponsors to work with you on your events.

Pros	Cons

Identify companies in your industry or geographic area that you can ask to partner with and/or sponsor your events.

Further Reading:

- ✓ *Events Management: An International Approach, By Nicole Ferdinand, Paul Kitchin, (2012)*
- ✓ *Sustainable Event Management: A Practical Guide, By Meegan Jones, (2014)*