

HERITAGE HILLS HOA COMMUNITY EVENT COMMUNICATION PLAN

Name of Event: _____

NOTE

- The marketing eBlast will be sent to everyone on the Heritage Hills Constant Contact owner/resident master listing.
- The eBlast will include an event invitation page and a registration form, if registration is required.
- If wording space is available, the invitation will include the statement, "Please note: Only recipients of this email may register."

EVENT ORGANIZER, please provide info requested below. Note: info in bold is crucial

EVENT INFORMATION

Event description-information will be used on invitation and on registration page. If registration is not required then info will be sent in an eblast. "Register By" date should be included in the description if you have a registration deadline. Also, include any information about attendee attire. Example: Swimming attire recommended.

EVENT MANAGEMENT INFORMATION

- eBlast Delivery Dates
 - **Announcement date** (First email) _____
 - **Event/Registration reminder date** (Second email) _____
- Registration Closing Date - Provide date if you want registration to close on a specific date, it will close at midnight on that date. (Note: Closing date may be different than the "register by" date.) _____
- Event Maximum Number – If applicable, provide maximum number of people permitted to register for this event. _____
- Registration Maximum Number - The default number of participants per registrant is 10, including the registrant. Registration form will note this limit and not allow more than the limit you set. **Maximum if other than 10:** _____
 - Note: if one household has 2 email addresses, then they could register 20 people.
 - Wording will include "Since your HOA dues partially fund this Event, please limit guests to family".
- Event Contact - **Provide the event contact's name, email address and/or phone number** to be shown on the invitation and registration form. (This individual will be responsible for answering any queries about the event.)
 - Event Contact will be given a link to the registration form that may be used to add people to the event without the invitation. This link should only be given to Heritage Hills owners/residents.
 - Event Contact will be given a spreadsheet to use for registration check-ins at the Event. Please indicate how often you want the spreadsheet. Event planner can work with Pam Ladnier to make sure spreadsheet has everything planner needs.
- Tickets
 - Is this a ticketed event - **Yes or No**
 - May registrant print a ticket or show ticket on Mobile device? **Y or N**
 - **Cost per ticket**-\$ ___ Adults, \$ ___ Children 12 and under

REGISTRATION FORM INFORMATION

- Volunteer Check Box – Do you want a Volunteer Check Box so the registrant may indicate if they want to assist in conducting the event? **Yes or No** _____

(Registrant will not be required to enter yes or no in field).

- Registrant Information – the following will be collected unless noted otherwise:

- First and last name
- Email address
- Phone number
- **Other** ... (Indicate what other information you want _____)
- **Activity Sign-ups**-Is there a specific activity that you want registrant to sign-up for?

- Guest Information

- Can either ask registrant to provide headcount - # of Adults and # of Children-12 and under or ask them to provide guest detail.
 - **Guest Detail**-what info do you want? Check boxes below
 - **What do you want to call the guest?** Examples, "Guest", "Additional Adult", "Family members" _____

___ First name

___ Last Name

___ Email address

___ Phone number

Other ... indicate what other information you want

PAYMENT INFORMATION

The total number of tickets is in the “Cart” with the total amount displayed. Standard credit card payment processing will be used.

REGISTRATION CONFIRMATION

Registrant will get confirmation email after registering. The confirmation will read as indicated below. If you want any other information in the confirmation email, please provide that.

"Thank you again for registering for the upcoming event. This email is confirmation of your successful registration. If any of the information displayed below is incorrect, please contact us as soon as possible.

Reminder:

Participation in Heritage Hills events is voluntary therefore the HOA assumes no responsibility for personal property damage or personal injury"