

## SIGNATURE EVENTS COMMITTEE ROLES & RESPONSIBILITIES



Dear Member,

Thank you for your interest in serving as a member of the Signature Events Committee for Westchester Networking for Professionals. This position is an important role in the efforts of advancing the mission of WNFP.

This guide includes information regarding the duties and responsibilities that come with being an member with the Signature Events Committee. Please review the guide in its entirety and contact me with any suggestions or comments at 914-266-0347 or via email at [committee@wnfp.org](mailto:committee@wnfp.org).

After reading through the guide, if you feel that you could commit to serving as a committee member, please [sign in your online account](#) and submit committee application.

Sincerely,  
Theresa Todman  
Founder  
Westchester Networking for Professionals

# SIGNATURE EVENTS COMMITTEE ROLES & RESPONSIBILITIES

## OVERVIEW

Westchester Networking for Professionals hosts an array of events throughout the calendar year, our Signature events offer a unique approach to every event, (i.e., golf outing, award ceremony, networking for a cause or networking cruise) these events support and benefit the mission of partner organizations.

Our Signature Events Committee will assist with organizing, planning, coordinating and managing these events.

Participation in our Signature Events Committee is voluntary and varies by your commitment and availability.

## WHY JOIN A COMMITTEE

Your participation as a committee member entitles you to the following benefits:

- A member listing in our Committee Directory on WNF.org website acknowledging participation.
- Multiple opportunities to interact with others within the organization and meet new people.
- Open opportunities for learning new skills from other member.
- Appear to others as a leader in your industry by investing in your future and giving back to the community.
- Increase your leadership skills and experience.
- Share your strategic ideas and put them into action.
- Announcement of your participation at mentionable events.
- Helping to advance the mission of Westchester Networking for Professionals.
- Having FUN!

## RESPONSIBILITIES

### ALL MEMBERSHIP COMMITTEE MEMBERS & OFFICERS

- Committee members are required have a solid understand of Westchester Networking for Professionals vision, mission and plans.
- Attend Signature Events committee meetings
- Communicate regularly via email with other committee members.
- Work toward the fulfillment of the committee's objectives
- Carry out individual assignments made by the committee chair
- Participate in committee discussions and decisions
- Review all material prior to meetings

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- Attend appropriate WNFPP functions and events

### OPEN POSITIONS

- One (1) Event Chair Person
- One (1) Event Co- Chair Person
- Two (2) positions available for each other.

Member of the Signature Events Committee can participate in more than one role.

### EVENT CHAIR & CO-CHAIR PERSON RESPONSIBILITY

The Chair provides leadership for the entire event planning process; orchestrating the overall production, providing guidance to volunteers as needed, and making the final decisions. The Chair is the spokesperson for the entire group – articulating the goals and progress of the event, and providing an event evaluation to the organization's executive members.

The ideal candidate must possess strong organizational skills complemented by flexibility, be able to lay the ground work and coordinate resources to maximize productivity, and achieve objectives under a great deal of stress, deadlines and, sometimes, chaos. Their leadership style cultivates team building through trust and nurturing relationships, ultimately creating unanimity amongst committee members.

### **The Chair & Co-Chair responsibilities will be divided equally.**

- Must serve a two-year term
- Oversee the entire event and planning process
- Establish a task management schedule
- Recruit key volunteers and motivate committee members to chair various committees
- Communicate responsibilities and ensure objectives are met
- Ensure communication between committees is active and productive
- Chair committee meetings and foster an environment that generates new and exciting ideas
- Act as liaison between committee chairpersons and community organizations
- Establish budget and maintain financial controls
- Responsible for all final decisions
- Responsible for committee succession planning

**Committee Chair and Co-Chair Person commitment requires an estimated time of 7 – 10 hours per month.**

# SIGNATURE EVENTS COMMITTEE ROLES & RESPONSIBILITIES

## COMMITTEE TEAM



### MARKETING & PROMOTIONS COMMITTEE

Oversees all marketing aspects of each subcommittee as well as providing all advertising and promotion needs for the event. The committee is responsible for the design of all materials, from signage and brochures, to tickets, programs and catalogues. The committee also prepares all press releases and interacts with all levels of media. The ideal Chair of this committee will be creative, fun and possess excellent verbal and written communication skills.

- Research all promotional opportunities and create a promotion schedule
- Develop a comprehensive media contact list
- Create and distribute media package, press releases and follow-up advertising
- Contract resources for graphic design of all artwork related to the event
- Oversee layout and printing of all materials
- Assist with design of signage, including sponsor recognition
- Oversee design and final copy of video presentations
- Develop event programs and catalogues
- Oversee layout and content of event website
- Select take-away and/or thank you gifts
- Establish Media VIP Invitation list
- Coordinate post-event "thank you" ad

Marketing and promotions is the window to your event – let supporters and the general public see what all the excitement is about!

**Committee Members of Marketing & Promoting commitment requires an estimated time of 5 - 7 hours per month.**

### TICKET SALES COMMITTEE

Is responsible for mailing invitations and selling tickets. Ideally, the Chair of this committee is well connected in the community, has excellent verbal communication skills, and is not afraid to sell. They understand the importance of putting bums in seats!

- Update invitation list, and pursues all avenues to create a broader audience
- Oversee the design and printing of invitations and tickets
- Manage the distribution of invitations and tickets in the most cost-effective and efficient manner
- Establish method of sales and payment options
- Provide a reconciliation of ticket sales and manage outstanding payments

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## SIGNATURE EVENTS COMMITTEE ROLES & RESPONSIBILITIES

**Ticket Sales Committee Members commitment requires an estimated time of 3 - 5 hours per month.**

### FINANCE COMMITTEE

Is responsible for the financial control of the event, managing the revenue and expenses and recording procedures. The Chair of this committee should have a thorough understanding of bookkeeping practices and implement fiscal controls to reduce expenses and increase revenues.

- Develop comprehensive event budget based on historical data, fundraising goal and input from committee chairs
- Establish financial policies and operations, where required
- Review all contracts and manage payment of invoices for service
- Maintain financial records and prepare final accounting of net revenues
- Issues tax receipts, where required

**Finance Committee Members commitment requires an estimated time of 2 - 4 hours per month.**

### SPONSORSHIP COMMITTEE

Recognizes all sponsorable elements of the event and manages plans for solicitation of individual and corporate sponsors. The committee ensures supporters receive all benefits as outlined in sponsor agreements and recognition for their financial contributions prior to, during and after the event. Much like the Chair of the Tickets Sales Committee, the Chair of Sponsorship is well connected in the community, has excellent written and verbal communication skills, and is not afraid to sell. This individual does not get discouraged by people who say no – their tenacity eventually pays off.

- Establish a list of all potential sponsor opportunities at varying financial levels
- Establish a list of all potential sponsors
- Assist with developing a sponsor package
- Manage a database of contacts, requests and outcomes
- Record and report sponsorship status to the Event Chair and Finance Committee
- Maintain accurate list of supporters and ensure benefits and recognition commitments are fulfilled before, during and after the event
- Write thank you letters to all supporters

**Sponsorship Committee Members commitment requires an estimated time of 6 - 8 hours per month.**

### PRODUCTION COMMITTEE

Coordinates and oversees the set-up, production and clean-up of the event. All operational decisions are handled by this committee, including catering, décor, entertainment, and guest speakers. The ideal candidate for Chair is well organized, creative and able to multi-task in a fast paced, high energy environment. A little creativity and positive attitude goes a long way when dealing with a multitude of individuals in the days leading up to the event.

- Work with all committee chairs, specifically the Event Chair, in developing the event concept.
- Liaison with event facility, negotiating contracts, required services, layout and communications with facility management
- Establish the show-flow: a detailed schedule of the event that coordinates all activities with a precise time frame that ensures a smooth flow from start to finish
- Seek appropriate entertainment options to suit the event theme, handles contract negotiations, and coordinates all technical requirements

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- Liaison with catering to establish menu and bar service plans, negotiating fees and scheduling tastings
- Clearly understand and follow all policies and regulations are followed with respect to bar service, including ensuring required permits are obtained and reporting completed (if necessary)
- Oversee the décor requirements, assisting with securing service providers and negotiating contracts
- Oversee seating arrangements, including premier/preferred placement of sponsors and invited guests
- Work with Auction Committee to establish opening and closing times for silent auction and the schedule for live auction items
- Oversee set up and strike of production services (entertainment, A/V company, etc)
- Schedule equipment and supply returns

**Production Committee Members commitment requires an estimated time of 3 - 5 hours per month.**

### **VOLUNTEER COMMITTEE**

Recruits volunteers for all event committees, ensuring they bring a required level of skills and experience, and fosters an environment that promotes self-motivation and ambition to act on their own initiative as well as embracing team-concept. The ideal Chair of the volunteer committee is a "people-person" and has the ability to create groups that are much greater than the sum of their parts; recognizes and cultivates the potential in others; and infuse energy into members of the team.

- Establish a comprehensive list of potential volunteers and recruits for specific event tasks
- Work with Chairs to develop a list of committee-specific jobs including time commitments and level of difficulty
- Assist committees to establish a volunteer schedule including replacement help when needed
- Establish a protocol for volunteer recognition
- Create opportunities for volunteer succession planning through mentor program and post-event evaluations
- Ensure the volunteer experience is meaningful, fulfilling and, most importantly, fun!

**Volunteer Committee Members commitment requires an estimated time of 2 - 4 hours per month.**

### **PROCUREMENT COMMITTEE**

Secures donations from the broader community that will be sold through live and silent auctions. Members will identify the most sought-after items based on data from past events and seek new and exciting items to compliment an event's past success. The Chair of Procurement has the gift of getting something for nothing, knowing that a little charm goes a long way, and look for opportunities to inspire, motivate and infuse energy into members of the team.

- Work with Event Chair to establish auction fundraising goal
- Develop a list of potential items that fit the theme of the event and have the potential to sell for its stated value or more
- Create a database of potential donors, including up-to-date contact information and history of donations.

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- Create or update a handbook for members that provides information on the event, protocols for making requests, request letters, donation commitment forms, and tax receipt guidelines
- Assign members to potential donors
- Hire Auctioneer
- Create auction list, including item description, value and any related restrictions
- Work with Promotions to develop and print an auction catalogue
- Create a video or photo presentation of live auction items that will be shown prior to item being offered for sale
- Organize and prepare items for silent auction and live auction display
- Create bid sheets and determine minimum bids, if applicable
- Establish opening and closing times for auctions and moving of items to the designated check-out area
- Coordinate spotters, payment clerks, runners, and check-out clerks
- Work with Finance to establish auction rules and payment options and policies
- Create bid numbers for guests and method of distribution
- Prepare summary of yield for Finance Committee

Committees are action oriented.

**Procurement Committee Members commitment requires an estimated time of 4 - 5 hours per month.**

### COMMITTEE MEETING SCHEDULE / LOCATION

Regular committee meetings are held every month, but on occasion you will be required to attend meetings prior to our scheduled monthly meeting. Meeting will last approx. 2 hours in duration. Meeting will be held in various formats, such as round table, video and phone conferencing. Each committee member will receive meeting dates, locations, announcements and agendas via email prior to scheduled meeting.

### COMMITTEE POLICY

It is in the best interest of WNFP and its members that its chamber member are representative of the overall membership of WNFP and that the vision, mission, and plans of WNFP be applied consistently over time, even as committee members and roles change.

**Eligibility** – a member of a WNFP Committee member must be a VIP member in good standing.

### EXPECTATIONS

- Member's time should be used wisely, not wasted on tasks which could be more efficiently handled by the President, Chairperson or Co-Chairperson
- Member's should provide input or direction on options and recommendations from the Chairs with the necessary background or research provided.
- President, Chairperson and Co-Chairperson should provide direction for the Committee Members based on professional judgment, and WNFP policies and procedures.

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## FREQUENTLY ASKED QUESTIONS ABOUT COMMITTEE INVOLVEMENT

### **How do I become a member of a committee?**

Members who are enrolled as a VIP member are eligible to participate in a committee. **To join a committee become a VIP Member.** New member who join a Committee receive 50% off membership enrollment and existing members receive 50% off membership renewals. VIP members can login their account to sign up to join a committee.

### **Does a member of the committee have to be a member of WNFP?**

Yes, only VIP members of Westchester Networking for Professionals can serve on committees.

### **Is it necessary for the Chair to be at all committee meetings?**

Unless for unforeseen reasons (i.e. conflicting schedule with other WNFP event with higher priority ...), a Chair shall attend any official meeting regarding a WNFP project or event.

### **Is there an attendance policy for committee members?**

Committee members are limited to a maximum of three (3) meeting absences during a calendar year. Any committee member who consistently misses meetings will receive a personal call from the committee Chair. The committee Chair will find out why if the committee member has not been in attendance and ask if they want to continue to be part of the committee. The Chair will keep the President informed of any attendance issues.

If for any reason a committee member is unable to continue their term within 6 months of participation, their VIP membership privileges and benefits will be immediately deactivated. (They will no longer be an active member of WNFP) If they wish to re-enroll as a VIP member they can do so at the standard VIP member rate.

### **How long should a meeting last?**

Most meetings, unless otherwise noted, should be completed within one – two hours.

### **Can non-members be solicited for sponsorships or vendors for events?**

Yes. Sponsorships and event marketing opportunities are available for Non-Members and VIP Members, VIP Member receive discounted rates. Non-members will purchase sponsorships and event marketing at the standard rates.

### **How does the committee work with a budget?**

The Chair should put together a detailed draft of a budget for the committee events and programs to be submitted to the President or Founder for approval.



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### **Who develops press releases and other marketing for the event/program?**

The Publications Committee is responsible for press releases and event brochures and pamphlets. On occasion, members of other committee may be assigned to produce these materials.

### **How can we use the newsletter/website to promote our program/project?**

Committee members can submit an article or information to the Publications Committee Director or Chairperson to include in the newsletter or on the website. Articles and information will be first reviewed by the Board of Directors for approval. Members can login their account to add events to the website calendar.

### **Who speaks to the media?**

WNFP Founder is the spokespersons for the organization. Unless otherwise assigned.

**For additional questions not listed, please email: [committee@wnfp.org](mailto:committee@wnfp.org).**