CSS Chapter Event Planning
Checklist

PRE-EVENT PLANNING

- Event Goal:
- Event Type:
- Date:
- Time:
- Location (online or in-person):

IF GUEST SPEAKER EVENT

- Decide on ideal speakers
- Reach out on LinkedIn/email
- Create a list of questions
- Look out for a response
- Respond in a timely manner
- Verify confirmation or denial
- Send Thank You email
- Send regular event reminders

EVENT PROMOTION

- Create flyers for the event
- Post on social pages
- Share events by email
- Reach out to fellow chapters
- Reach out to fellow campus clubs
- Post flyers around campus
- Post flyer on Slack/Discord/etc.
- Ask CSS national to share

DAY OF EVENT

- Create Presentation
- Do a run-through/rehearse
- Log in/arrive early
- Don't forget to share agenda
- Have fun!
- Send Thank You email to Guest after

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Email 1 Sample

Hi (insert name),

My name is (insert name) I am the (insert title) of CSS at (insert school). As (insert title) of a Collegiate Sales Society (CSS) campus chapter it is my duty to provide my peers with the best opportunities to learn about sales and expand their future career opportunities. I will provide a link to the CSS website in case you would like to learn more.

My chapter is hosting a (virtual/in-person) event on (insert date and time) to discuss (insert topic). I am reaching out in the hopes you'd be interested in joining us as a Guest Speaker to share your insight on (insert topic)?

I'd love an opportunity to connect with you and discuss this further.

With respect,
(insert first and last name)

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Email 2 Sample

Hi (insert name),

So happy to hear back from you. I appreciate you taking the time out of your busy schedule to show interest in Collegiate Sales Society! As I stated, this will be a (virtual/in-person) event on (insert date and time) covering the topic (insert topic).

Do you have any availability this week where we could review the questions/talking points we'd like to be covered?

Let me know if you have any questions. I look forward to speaking with you.

Thank you,
(insert first and last name)

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