

HANDLEBEND

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FOH Event Protocol

- Bring the event idea to the FOH Leadership Team
- Leadership Team to discuss feasibility, level of awesomeness, and cashflow
- Communicate event to every department and team member
- Set a details timeline for marketing
- Finalized event date or dates
- Apply for SDL if needed
- Coordinate and staff event
- Market event
 - o Social (create, schedule, post, interact)
 - o Print (create, print and distribute)
 - o Rotate event details into front TVs
 - o Local (text, call, email, Chamber, KBRX)
 - o Guerrilla marketing (HBers to invite friends, like FB events, share events on social)
- Communicate event details with staff working event
- Organize Prizes
 - o Trivia
 - o Bingo
 - o Raffle Drawings
 - o Giveaways
- Update and coordinate with any outside vendors or community members
- Execute event
- Clean up event (tables, chairs, tents, beer garden supplies, banquet room)
- Pay vendors, performers or MCs
- Collect emails and mobile numbers from performers or participants
- Evaluate the event to improve the next one with leadership team

Current monthly events:

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|------------------|-----------------|
| - Open Mic Night | - Trivia |
| - Bingo | - Booze & Bend |
| - Pickel Ball | - Tap Takeovers |