



Virtual Open House Checklist

4 Steps to Success

Plan • Promote • Perform • Post-event

Step 1: Plan (2 weeks or more in advance)

- Create an open house committee: chair, promotion, program planning, technical, VPM
- Select a date (at least 2 weeks into the future)
- Create online invitation/link
- Plan the event: Event/meeting Toastmaster (experienced member), any special speakers? Theme? Member testimonials? Consider a pre-event practice session.
- Budget & vote on any expenses, such as prizes for bringing visitors
- Prepare online guest packet (include “[Why Toastmasters](#)” & link to club website), and a guest communications plan (pre-event, during event, and post-event follow up)

Step 2: Promote (start 10-14 days in advance)

- Invite previous visitors
- Ask all members to invite friends/coworkers. Consider prizes for bringing visitors.
- Remind members at each meeting prior to open house, provide link to share.
- Corporate clubs: per company policy, or calendar invites
- Community clubs: club website, newsletter, Social media (e.g., Meetup.com, Eventbrite, Facebook event).
- Include the meeting details (day, time, link) in every communication & a link to the online guest packet

Step 3: Perform (day of event)—Start and End on Time!

- Committee members log on at least 15 minutes early (tech check, be ready for guests)
- Welcome guests warmly (VPM or other designated persons can private chat with “new faces” at the start of the meeting to get name & why they are visiting and then share names with the Presiding officer so the presiding officer can recognize them)
- Remember to include explanation of various aspects of the meeting (including the online meeting basics such as muting and using the chat). Include a few words about how Toastmaster skills translate into benefits for careers
- Mid-way through the meeting, the VPM (or designated persons) can privately chat with guests to: 1. get their preferred contact information, 2. invite them to join, 3. answer simple questions, 4. send a membership application and 5. get permission for following up and adding to an email distribution list for a newsletter or future meetings.
- Allow time for answering guest questions & comments (5-10 minutes)
- If any have decided to join the club, celebrate the decision during the meeting! (Vote?)

Step 4: Post-Event (follow up within 48 hours, on-going)

- Have a process in-place for post-event follow up, for example:
 - For those who joined: New Member Process (voting in, adding to website, adding to newsletter, creating name tent-if meeting in person, assigning mentor, one-on-one “getting started with Pathways” session, etc.)
 - For those who didn't join: Visitor Follow Up Process (add to email distribution list for future meetings, personal follow up within 48 hours: call, text, or email)
- Debrief the event with committee members. What went well? What could be improved or done differently?
- Thank committee members, guest speakers, and others who contributed
- Award any recruitment prizes