

# key to good participation for your events:

## The Human Touch

*from* **MINISTRY OF CULTURE PTE LTD** [www.moc.com.sg](http://www.moc.com.sg) *“Resource Library”*

Clear communication and enticing event collaterals aside, what really pulls people in to your event is more than the catchy slogans and bright designs found in the invites and RSVP reminders.

There are some things that technology just cannot achieve and we rely on good old selves in flesh and blood to help us do:

Before the event:

1. Get your Management and Heads of Department to add a personal note to the event invite to rally their staff to attend.
2. Spread word-of-mouth marketing for your event through a pool of enthusiastic people – probably your Recreation, Sports/Social, or Special committee members put together for this event.
3. Get this same group of people to personally do the RSVP with their colleagues.

At the event:

4. Make proper introductions to help people get to know one another.
5. Create opportunities for people to be involved in the programme not just as an observer; put in portions of engagement where they can also contribute their voice, their thoughts and their acts.
6. As hosts of the event, your committee members should go around to ensure that people are taken care of (as in, they know what is going on and how to be a part of this event vs being awkward and bored).

After the event:

7. Post an article complete with photographs that captured the spirit of the event on relevant channels e.g. Intranet, Newsletters, Notice boards and so on
8. Write a Thank you note to all the people who have helped you in the event – your Management, your committee members, your suppliers etc
9. Host a get-together, to gather feedback from your committee members who would have probably been talking to people about the event and of course, to celebrate!