

Mid-Florida Chapter

Description	Revision:
E-vite and E-mail Blast SOP	07/15/2008
Owner:	
Director of Marketing	

Scope:

The Director of Marketing is responsible for administering the E-vite SOP.

This E-vite SOP documents the procedure to be used when creating and issuing an E-vite, invitation, for an APICS event.

E-vite Instructions to Create an Invitation:

1. If an account is not set up for the person assigned the task, the account will be set up by following the instructions on www.evite.com

2. Create the E-vite.
 - a. Select an invite from the professional invitation selection.
 - b. Add the information for
 - i. Event title: enter the title of the program.
 - ii. Theme: defaults to "Professional Events" which is acceptable.
 - iii. Enter host name: "APICS Mid-Florida Chapter" and list speaker name for program
 - iv. Enter location information
 - v. Enter location Street, City, State, Zip Code Information.
 - vi. Enter Date and Start Time; End time is optional.
 - vii. Make sure that the box is checked to include a map.
 - viii. Change guest reminders for 5 to 7 days prior to event.
 - ix. Message to Guests: includes the topic, speaker, type of meal, RSVP {4 days prior to event date}.
 1. Enter the time table of event:
 - a. For events with a dinner:
 - i. Networking: 6:00 p.m.
 - ii. Dinner: 6:30 p.m.
 - iii. Speaker/Program: 7:30 p.m.
 - b. For events with appetizers
 - i. Networking and Hearty Appetizers: 6:00 p.m. t 7:00 p.m.
 - ii. Speaker/Program: 7:00 p.m. to 8:00 p.m.
 2. Enter contact information:
 - a. www.APICSOOrlando.com
 - b. Name and e-mail of person creating the e-vite can also be included.
 - c. E-mail address of person sending the e-vite.
 3. Enter cost information:

Mid-Florida Chapter

- a. Cost: \$25.00 per person
 - b. Non-employed APICS member cost is \$10.00.
 - c. Students and Academia cost is \$10.00
 - d. No Shows [responded with a Yes] will be charged \$25.00.
4. Enter the following:
- a. Please respond to the E-vite organizer if you want your name removed from the guest list.

E-vite E-mail List:

1. Update the current e-vite list.
 - a. E-vite list will stay in your e-vite account.
 - i. Can import the e-vite list the first time account is opened.
 - ii. Current e-vite list can be e-mailed from the last person performing this function.
 - iii. A file is maintained to show the list of e-mails used for the e-vite list and to list changes for additions of new members and other contacts and any deletions/changes to e-mail addresses.
 - b. Add any new members that are not already on the current list.
 - i. Go to www.apics.org chapter management to locate this information or contact the Director of Membership.
 - c. Add any e-mails from those that have shown an interest in APICS and/or have requested the e-vites.
 - d. Remove any names that have bounced back and through research, can not locate correct and active e-mail address.
 - i. Research: call the person directly to find out new e-mail address and to confirm that the person still wants to receive the e-vites.
 - e. Remove any names from those individuals that have requested that his/her e-mail be removed from the list.
2. **Download the E-mail list from evite.com**
 - a. **login**
 - b. **Select event**
 - c. **Open event by clicking on invitation**
 - d. **Got to section for "guest list"**
 - e. **Open options**
 - f. **Select "export guest list"**
 - g. **Select "download now"**
 - h. **Select "open"**
 - i. **Copy and paste into an excel file worksheet to keep track of e-mail lists each month for each program year**

E-mail Blast Instructions:

1. Due to e-mail spam blocks, send an e-mail blast to entire list.

