

Event Recap Sheet

Event Date: October 20, 2009

Event Name: Annual Meeting, Peter Crane, Dinner

Expected number of Attendees: 30-40

Actual Number: 68

2008 Actual Number: 22

Event Budget:

Account Receivable: 249.00

Account Payable: 25.00

Profit/(Loss) for Event: 224.00

Allocated to Budget:

ADVERTMT/Promos; 135.00

Fundraising; 114.00

Actual Event Description:

- ✓ Presentation was wonderful, Peter did a great job!
- ✓ Guest enjoyed sharing stories while waiting for presentation and dinner.
- ✓ Norman spoke briefly about the Annual Meeting.
- ✓ Welcome table was presented well.
- ✓ David's Business cards were placed at each place setting.
- ✓ Dinner arrived slow and late and we ran behind schedule twenty minutes.
- ✓ Pictures were taken of the event so that we can post on website.
- ✓ Had a few issues with the microphone system.

Items to Raise Money:

- Note Pads were a great seller and generated 96.00
- 50/50 raffle generated 110.00 (the winner donated his winnings back to the BHS)
- The donated Gift Certificate for a \$40.00 value of Thanksgiving Desserts generated \$43.00.
- Historical School House Afghans did not generate any income
- Ben George – The History of Baseball and Softball in Bartlett did not generate any income.
- Ruth Abbott – School Reunion Book did not generate any income.

Things to do differently:

- Request that we have three choices for dinner; beef, chicken or fish. It comes with a salad, one beverage and dessert for \$15.00 per person. Have guest pay at our table when they arrive, BHS issues check to establishment.
- Need to improve Microphone system before next event.
- Come up with a few new items to sell that are in three different price points.

- Start taking pictures of all our events.
- For our Annual meeting next year we incorporate a slide show of all the events with a brief recap of the event.
- Would like to invest in two table cloths with our name and logo on it.
- Provide Shopping Bags for guest to carry items home.

Marketing Efforts:

- ❖ Flyers were put up around town
- ❖ Direct Marketing through our member data base