

Document # <b>SOP_WW</b>	Title: <b>Standard Operating Procedure Wabongo Wednesdays</b>	Print Date:
Revision # <b>1.0</b>	Prepared By: <b>TC Bell</b>	Date Prepared: <b>September 23<sup>rd</sup>, 2018</b>
Effective Date: <b>October 31, 2018</b>	Reviewed By: <b>[Reviewer's Name]</b>	Date Reviewed:
Standard: <b>Standard</b>	Approved By: <b>[Approver's Name]</b>	Date Approved:

**Policy:** Maintain Wabongo's core brand identity in all communication. As there are strict brand structure and components to their brand images, assets and value proposition.

**Purpose:** Communicate Wabongo's Vision, Mission & Initiatives effectively across multiple platforms consistently.

**Scope:** This document will evolve to add an operations regimen for branding and marketing in all other departments.

**Responsibilities:**

Marketing Director & Communications Committee will be responsible for carrying out tasks, overseeing marketing initiatives and performance metrics.

President will oversee tasks, performance metrics and budget adherence monthly.

All other staff, board members and volunteers may interact with this department frequently.

**Definitions:** Performance metrics – Pay per click, Impressions, Engagement & Visitors both on and offline.

**Procedure:**

**1.0 BEFORE EVENT**

- 1.1 Meet with board and committee to plan WW events for calendar year during November. Closing proposed living budget for the year and event ideas/venues.
- 1.2 Create framework for each event proposed for delivery to all stakeholders.
- 1.3 Meet with all stake holders including but not limited to; board members, venue owners, volunteers, sponsors, WW event lead & speakers focusing on; booking dates, menu items, advertising needed, topics and marketing.

- 1.4 Once venue has been secured with date and time place Wabongo Calendar of events on Website.
- 1.5 Create Eventbrite for all WW events at least 2 months prior.
- 1.6 Send Press release to all media leveraging topic for each event 2 weeks prior.
- 1.7 Post link to Years calendar on social media i.e.; Twitter, Facebook, Instagram & LinkedIN.
- 1.8 Send Text message to Friends of Wabongo text blast.
- 1.9 3 weeks prior – Save the date links for 2 months sent via Email, text blast and social media with link to Eventbrite.
- 1.10 Two weeks prior – Post on social media regarding WW and leverage topic/theme if possible with link to event on Eventbrite
- 1.11 1 Week prior – Post on social media & email regarding WW and leverage topic with a call to action to RSVP. – 2 times a week.
- 1.12 5 days before event – post on social media regarding WW and ask people to share with friends.
- 1.13 1 day before event – post on social media regarding WW and ask to RSVP for our space which could be limited.
- 1.14 Day of event SMS text and post on social media to don't forget.

## **2.0 DURING EVENT**

- 2.1 WW lead will arrive 1 hour prior to event and set up all Wabongo brand assets.
  - Wabongo calendar/flyer for next event(s)
  - Wabongo Easel with Topic/Poll/etc.
  - Wabongo Signage or Banner on table
  - Any materials or signage from sponsor will be setup if needed.
- 2.2 WW committee will communicate with visitors
  - Asking reconnaissance questions; How did you hear about this? What company do you work for? Can you think of anyone else that would like an event like this? Did you opt-in to our text blast?
  - WW committee will use the text enabler on cell phone to opt-in visitors
- 2.3 WW committee will ensure that guests are enjoying themselves and answer Wabongo related questions. Serving as brand ambassadors.
- 2.4 WW Committee members will take photos and video during event for micro content on social media.

## **3.0 AFTER EVENT**

- 3.1 Send out a survey via email or text to all visitors including board, staff, etc.
- 3.2 Analyze performance metrics
  - Social Media Engagement vs. Topic/Venue/Theme
  - Visitors

- Opt-Ins vs. Visitors
- Wabongo Easel Engagement & data collected
- Sponsor Engagement and value

#### 4.0 ONE MONTH LATER

4.1 WW lead will follow up with sponsors to discover value.

##### Effectiveness Criteria/Performance Metrics:

- Social Media Engagement
- Website Calendar Visitors
- Sponsor Testimonials
- Visitor Testimonials
- Text Opt-Ins
- These indicators will be sent in monthly report for review at Wabongo Board Meeting

##### References:

#### A. BUDGET ADHERENCE

Any budget needed for marketing a specific event must be signed off by board members at least a month prior for approval.

#### B. COMMITTEE/BRAND AMBASSADORS

Brand Ambassadors will be an actual volunteer position and will need a board approval before committee members can communicate the Wabongo brand.

##### Forms/Records:

Form #	Record/Form/Activity Name	Satisfies Clause
<b>Required by Standard</b>		
XXXXX	EVENT BUDGET SHEET	
<b>Other Forms/Records</b>		
XXXXX	PERFORMANCE METRICS REPORT	
XXXXX	BRAND AMBASSADOR APPLICATION	
XXXXX	Record	

**Credentials:**

**Website:**

**Text Blast Login:**

**Email Blast Login:**

**EventBrite Login:**

**[Event Budget Sheet Download](#)**

**[Performance Metrics Report Download](#)**

**[Brand Ambassador Application](#)**

**[Press Release](#)**

**[Press Release Contacts](#)**

**Revision History:**

<b>Revision</b>	<b>Date</b>	<b>Description of changes</b>	<b>Requested By</b>
1.0	10/13/18	Initial SOP Release	TC BELL