

AMC Worcester Alternative Event Posting Outlet Guidelines Rev 1.0, Date: May 9, 2013

The purpose of this document is to provide guidelines to aid AMC Worcester trip and event leaders with the use of non-AMC based outlets for promoting trips and events.

The proliferation of web based communications and social media provides trip and event leaders with efficient and low cost methods for promoting trips and events. These non-AMC (alternative) event listing outlets are a great way to promote Chapter events to people who don't regularly check AMC listings. Proper use of alternative outlets will allow AMC Worcester leaders to promote many great events to a much wider audience. All official AMC events must be entered into the Online Trip Listing system (OLTL). The AMC promotes OLTL entered and approved events thru the use of Outdoors magazine, weekly email Digests, amcworchester.org and outdoors.org. An alternative outlet is any non-AMC event promotion service. Example alternative outlets include: Meetup, Facebook, Twitter, and local newspapers.

Guidelines for AMC Worcester Chapter Event Leaders:

Do's:

- **Do** use alternate event promotion outlets to attract non-AMC members to an event. Events that are especially well suited to promotion thru alternative outlets: intro / beginner activities, workshops, training, and large group events.
- **Do** include website links to your AMC outdoors.org listing or to the AMC Worcester website when promoting an AMC Worcester event thru an alternative outlet.
- **Do** promote your event thru the use of interesting and attention grabbing event titles and description, i.e. "Chocolate Ride" is better than "Intermediate Bike Ride"
- **Do** target outlets that have a reach and presence in our geographic area, i.e. local event listings on newspaper sites.
- **Do** follow proper Worcester Chapter trip participant screening process for events that require specific equipment, abilities, or fitness levels.
- **Do** follow up with those that have inquired about your trip so that you can have a count of who will be attending and who may not be fully committed to attending.
- **Do** have participants sign the AMC Volunteer Release Form for all non-social events
<http://www.outdoors.org/pdf/upload/volrelease.pdf>

Don'ts:

- **Don't** post event meeting location and time details on an alternative event listing site, unless you're prepared to host a Show and Go event with the possibility of many attendees (group sizes larger than 10).
- **Don't** Plan a Show and Go event unless preparations are made to host undetermined number of participants by having multiple leaders on hand to split the attendees in to groups smaller than 10, a venue large enough to host the event, and extra material or food available.
- **Don't** post the event only on an alternative outlet. Only events posted on the OLTL system are considered official AMC events. Events posted solely on alternative outlets will not be supported thru AMC Trip Leader liability insurance coverage.
- **Don't** assume all who accept an invite to attend will attend. Many web based outlets allow the user to easily accept an invite (one click). This quick and easy acceptance allows potential participants to accept the invite without being fully committed to attending. Some attendees who accept may not show up.

Several Currently Available Event Posting Services:

- Meetup – Web based service to facilitate group member events. Requires you to post your event to a specific group, i.e. N. Central MA Hiking Group, Random Group of Hikers, Worcester Paddlers, etc... Subscribers get periodic email updates on upcoming events within their Meetup group.
- Facebook – Post an "Event" on your personal page or an appropriate Group page, examples include: [Appalachian Mountain Club - Worcester Chapter](#) or [Midstate Trail](#)
- Evite.com – Email based invites, with RSVP tracking. Requires email list of invitees
- Eventbrite.com – Web based event listing service with tools for registration, ticketing, and links to other social media outlets (Facebook and Twitter)
- Socialweb.net – Online events calendar for Telegram and Gazette

Other Event Posting Services Not Reviewed:

- Zvents.com – Web based event posting and promotion site
- Eventful.com – Web based event posting and promotion site
- Or search "submit your event" for local newspapers, i.e. Telegram and Gazette