



WED 2010 Event Checklist

Promotion

- Assemble WED team to organize and help teach WED – determine function
- Determine budget
- Set Time of WED
- Secure Space for event
- Set WED program schedule
- Produce Flyers or other promotional materials, event invitation
- Compile database of potential attendees (family, friends, business contacts, Enneagram enthusiasts)
- Email or otherwise distribute event invitation
- Add event to the WED map [here](#)
- Promote event on Facebook and Twitter
- Check if your local newspaper offers a suitable free listing for your event
- Send flyers to schools, colleges and places of higher education

Event

- Inspect space prior to event.
- Decide what you need such as chairs, zafus, carpet, electronic equipment
- Set up room
- Make sure everybody on the team knows their function
- Sign-up desk – the event is free, but it's a good idea to get people's contact info. Also, ask them how they heard about the event: that help's for next year's planning!
- Short introduction to event
- Program
- Depending on length of event, you may want to offer refreshments during break
- Have promotional material of upcoming Enneagram events for attendees
- Videotape or take pictures of event
- Ask participants for testimonials and comments
- Socializing and Potluck or party after event

Summary of event

- Produce a summary of event and submit to IEA (photos, videos, participants testimonials, feedback)
- Submit photo and short article to local newspaper