

2/10/2020 – How to Organize a Mappy Hour

NEURISA Document

1. Identify a geographic area to focus on
 - a. Areas around Board Members' home and/or offices
 - b. If any Board Members are traveling for work purposes and are in locations where no Board Members live nearby, then this is a good opportunity to host a Mappy Hour in those locations.
2. Picking a date/time
 - a. Middle week days tend to be better than Fridays or weekends
 - b. Typically 5:30-7:30 is a good time as it is right after the workday ends
3. Identify a Restaurant/Bar facility to have the mappy hour at
 - a. Factors
 - i. Facility Size
 - ii. Menu – food and beverages
 - b. Contact the facility and inquire if they have a policy for larger parties.
 - i. Find out capacity
 - c. If Restaurant/Bar has reservation system, keep that in mind
4. Opportunities for sponsors
 - a. If either NEURISA or another company is sponsoring the event, either the sponsor can cover a round of drinks or a certain amount of sponsors.
 - i. Example: At the ULA Mappy Hour in Providence, NEURISA sponsored \$300 to be used towards appetizers.
 - b. Obtaining a sponsor:
 - i. Can be done through a phone call or email (phone calls are preferable)
 - ii. Ask during the conversation if the company would be interested in being a sponsor for the NEURISA Mappy Hour Event
 1. If they ask for how much, depending on the size of the event, you could suggest a sponsorship of \$50, \$100 or \$200.
 - iii. If you obtain a sponsor, make sure to mention it during the event several times and during the event advertisements as often as possible. You want to make sure the sponsor feels like it is getting its money worth.
5. Create a simple doodle poll for people to RSVP:
 - a. Login: neurisa@gmail.com Pass: NeurisaLovesMaps2017
6. Spread the word/Advertise
 - a. Send multiple emails to all available resources. Send emails with a couple week's notice, then a week notice & then the same week.
 - b. If you are going to have some object to use to indicate that this is the NEURISA Mappy Hour Table, make sure to mention it in the email.
 - i. I have used a plastic, blow-up globe a couple of times.
 - c. Utilize all available sources

- i. Regional level resource: NEURISA E-Blasts, NEARC Listserv, LinkedIn, Twitter, Facebook
 - ii. State level resources: VGIS Listserv, RIGIS Listserv, NH GIS Listserv, Seacoast GIS Listserv, Maine GeoLibrary Listserv
- d. Example email:
-

Time for another Mappy Hour!!!



Announcing an August NEURISA/Seacoast GIS Mappy Hour

5:30-7:30 PM Thursday, August 10th.

Join us at **WHYM Portsmouth** for a pint or two.

WHYM is located at 3548 Lafayette Rd, Portsmouth, NH
On-site Parking

RSVP Here: <https://doodle.com/poll/4zyw9fsck8mcr662>
<https://whymportsmouth.com/>



7. Day of event

- a. If you are the organizer, plan to arrive at least 15 minutes prior to the event start
 - i. Tell the Host/Hostess Station that you are with NEURISA and if people enter and ask about the NEURISA event, to show them to the NEURISA table/area
 - ii. Sometimes an identifying feature can be used to indicate that this is NEURISA Mappy Hour Group.
 1. I have used a plastic blow up globe on more than one occasion
- b. If you have a localized resource to advertise (VGIS Listserv, etc.) you can send an email out mentioning where the group is in the restaurant/bar.
- c. If you are the organizer, plan to stay at least to the end of the event.