Third Thursdays with MIIS
How to Host a Third Thursdays Happy Hour (TTHH)

Step 1: Contact the Alumni Relations (AR) Office
- Inform us that you are the designated contact person for a specific Third Thursdays event/month.
- Contact Maggie Peters at mpeters@miis.edu or 831-647-4648. You may also email alumni@miis.edu or call 831-647-3557.

Step 2: Identify a Venue
- It is best if the space has room for guests to stand and mingle, with options to sit and rest. Please try to find a location that is easily accessible for alumni in your area, including alumni or guests with disabilities.
- The venue must be okay with everyone ordering from the bar, or with offering separate checks to each guest that attends.
- Confirm the reservation in writing via email.
- We usually expect 20-30 people at each event, in a “come and go” format. Often, a venue will ask what the RSVP number is and we need to tell them our estimate, as we do not normally request RSVPs for TTHH events.

Step 3: Create email messaging and send to Alumni Relations in Monterey
- Write a short promotional message about the event following the email template provided (see additional Chapter Resources). Be sure to include any food and beverage specials, information on parking, metro access, etc. These details are always appreciated by fellow alumni.

Step 4: Promote on the local MIIS Alumni Facebook Group
- Get creative! Use a picture, logo, or slogan to promote the event on your local alumni group’s Facebook page. It is best if this is done multiple times before the event. Ideally, no less than three weeks prior, with a reminder each week.
- Be sure to review the comments on Facebook related to the event, and respond in a timely fashion.

Step 5: Week of Event To-Do’s
- Call the venue to confirm reservation and finalize any logistics/questions.
- The Alumni Relations Office will provide you with an events logistics form, additionally:
  o We can mail you nametags and a MIIS Alumni Event banner with two week advance notice – please provide mailing address with request.
- Please customize and print a sign-in sheet by using the template in Chapter Resources.
- Please print all documents and bring them to the event. If an alumni sign, nametags and markers have been provided by the AR office, please bring to the event.
- Post a final Facebook reminder message on the group page.
- Arrive at the venue 20-30 minutes in advance. Please have everyone sign in!
- Take photos at the event and consider live-posting some to the Facebook page during the event.

Step 6: Event Follow-up
- Scan and email the sign-in sheet to the AR office alumni@miis.edu within three days, so a thank you message may be sent to attendees by the AR office.
- Collect any notes and pictures taken at the event and email them to alumni@miis.edu.