A CHECKLIST FOR EVENT FLYERS

Each MMC Flyer should be reviewed by the Eagle Eye Committee for these specific points before it can be released for distribution.

1) **THE TOP PART OF FLYER**
   o -Is the title of the event correct? (co-ed, men's only, lunch, dinner, etc.)
   o -Is the image correct and appropriate?
   o -Is the name of the Venue and its location specified and correct?
   o -Is the date correct? (do the day of the week and calendar date make sense?) Example: Thursday, April 12, 2019 is not possible.
   o -Is the year of the event correct? (re-using old flyers as a template sometimes results in the wrong year)
   o -Is the time correct? (AM vs PM?)

2) **PRICE OF EVENT**
   o -Is the correct price **per person** specified?
   o -Is a guest fee listed, if applicable?
   o -Does the meal price include coffee, soft drinks, iced tea, tax & gratuity?
   o -Is there a cash bar for alcoholic drinks? Is the tax and gratuity included in the drink price? Are credit cards accepted?
   o -Are there any drink "specials" with negotiated prices?

3) **EVENT DESCRIPTION**
   o -Does the description adequately explain all aspects of the event. Is it a good sales job? Will it entice members to come to the event?
   o -Any special instructions, like directions to the venue, parking tips, etc?
   o -Does the event include entertainment?
   o -Does the event have a capacity limitation?
   o -Is there a dress code? (or suggestion?)
   o -Are there assigned tables?

4) **MEALS**
   o -Is the meal "plated" or a buffet?
   o -Are the meal choices clearly stated? Full descriptions like you might see on a menu? (Steak, Fish or Chicken is not good enough!)
   o -are there any appetizers?
   o -Have provisions been made (or considered) for people with food restrictions?

5) **HOST**
   - -Is the Host's name and local phone number included?
   - -Is there a reservation deadline stated?
   - -How many days are between the event and the deadline? Not enough? Too many?

6) **THE RESERVATION BOX AT THE BOTTOM**
   - -Does the description match the description at the top of the flyer?
   - -Does the date match the date at the top?
   - -Does the box include the deadline date?
   - -Does the box include "Make checks payable to: Marco Men's Club"?
   - -Does it specify who to send the check to? (full name and address of host)
   - -Are the meal choices clearly spelled out with provision to enter number of each meal?
   - -Are the Member's name and all guest's names requested, with enough space to enter them?
   - -Is this note included:
     "Please print names legibly and as you would like them to appear on Name Tags" .
   - -Is the Member's email address and phone number requested?
     -Is there a summary at the bottom showing
      "Number attending_____ @ $_____each = $_____ Check #_____" ?
     If there is different price for guests an additional line may be needed.
   - -If this is an updated flyer Is there a revision date at the bottom? It needs to be at the bottom so the Host will know what version of the flyer was used.

   Marco Men's Club
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