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

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

3) EVENT DESCRIPTION
- 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?
- Any special instructions, like directions to the venue, parking tips, etc?
- Does the event include entertainment?
- Does the event have a capacity limitation?
- Is there a dress code? (or suggestion?)
- Are there assigned tables?

4) MEALS
- Is the meal “plated” or a buffet?
- Are the meal choices clearly stated? Full descriptions like you might see on a menu? (Steak, Fish or Chicken is not good enough!)
- Are there any appetizers?
- 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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