

## MSOP GUIDE

# SO, YOU HOSTED AN EVENT? NOW WHAT?

A successful event follow-up strategy is critical to engaging and recruiting new student members. Here is a checklist of what you need to do (and when) after the event:

### SAY "THANK YOU"



Use this [email template](#) to send a thank you to all registrants and attendees within 24 hours of your event.

### HIGHLIGHT MEMBERSHIP BENEFITS



There are a lot of benefits for students when they join the AMA. Share out this [simple one-pager](#) that highlights top perks and incentives.

### UPLOAD YOUR EVENT EMAIL LIST



Use the [bulk email upload feature](#) on the MSOP Dashboard to invite students to become members.

### CREATE A CADENCE



Keep in touch. This includes sending them an [invite](#) to any upcoming events your chapter is hosting, sharing out any AMA partner promotions, etc. At minimum, follow-up with any non-members at least 1x per month.