



HOW TO CREATE AN EVENT

When organizing an accredited event there is a lot to do from creating invitations, promoting the event, coordinating food and beverages, registration and attendance, issuing certificates of completion. The list goes on and on. You will be working with others to promote the event.

Scheduling a CEU Event

You: the sponsor of the event	The instructor
<p>Every event (!) starts with:</p> <ol style="list-style-type: none"> 1. selecting a DATE (²), 2. TIME, 3. PLACE and 4. TOPIC (from the CEU list). <p>When you have finalized those details, simply INFORM THE INSTRUCTOR via email.</p>	<ul style="list-style-type: none"> • Will generate an event page and create an “invitation URL” • Will send you the “invitation URL” back to your email

¹ To assure the most successful turnout, schedule your CEU events as early as possible prior to the actual event date

² Your instructor needs TWO (2) weeks' notice to schedule an event because of requirements set by IDCEC

PRIVATE or PUBLIC events

Now that you have your “[invitation URL](#)”, it’s time to let people know about your event. There are two types of events: PRIVATE or PUBLIC.

PRIVATE Events

Private events are CEU events that are exclusive to employees at a particular firm. In this type of event, you will be working with a librarian or manager who will be helping you organize your CEU event.

Send them an email with the “invitation URL” that was created.

See sample here below:

“Hi [First Name],

Thank you for your time and I look forward to presenting the CEU course [Course Title] at your firm. For your convenience I have created an invitation link which includes all of the details: [\[Insert Event Invitation URL\]](#)

Please forward the link to your colleagues who you think may benefit from attending our CEU presentation. Your colleagues will be able to register via the event URL, which will help me with: ordering food and beverages, taking the attendance electronically, and issuing their certificates of completion.

Thank you again for your help and time in coordinating this CEU event.”

PUBLIC Events

Public CEU events are typically hosted at locations like retail showrooms or design centers. In most cases you will be working with someone at the location to help you promote your event.

When hosting PUBLIC events, the goal is to reach and invite as many people as possible (within the event area) to join you for your accredited CEU Presentation.

If you need a LOCATION for your next CEU event check out [PEERSPACE](#).

When working with the host location to promote your event, the host may want to create their own invitation and send it out to their contacts. In this case, ask them to include your “[invitation URL](#)” as the RSVP button on their invitation. This helps the attendees as they will only need to register once.

In addition, feel free to promote your Public CEU event on social media. Simply share your “[invitation URL](#)” with your followers and they will be able to register for your event. Reach out to your local trade associations with your “[invitation URL](#)” and ask them to post it on their event calendar. In some cases they will even send out an email blast to their members (just ask nicely).

Tracking the pre-registrations

Your instructor will send you a weekly list of pre-registrations so you can track their progress. This will help you coordinate food, beverages, giveaways, and marketing materials to bring to the EVENT.

During the CEU Event

These are activities that the INSTRUCTOR will perform during the presentation:

- Arrive early to set up and test the technology with you.
- Ensure there are samples related to the topic of the CEU presentation topic selected.
- Be well-prepared with the presentation content and learning objectives and maintain professionalism.
- Keep the presentation engaging and dynamic.
- Stay adaptable and ready to adjust as needed.
- Actively engage all participants.
- Ensure slides are visible and easy to read.
- Allow time for questions.
- Represent YOUR ORGANIZATION in the best possible way.

Recording the Attendance

All associations require presenters to record the attendance and keep the record for up to six (6) years in case of an audit. We have multiple ways that the instructor will accomplish this CRITICAL and MANDATORY step.

Pre-Registrations ³	During the Presentation CLASS CODE	Post the Presentation
Ideal scenario	This is the best way to record attendance for a large group without pre-registration	For a face-to-face event
The instructor will then mark their attendance and electronically send their Certificates of Completion (4).	The instructor will have two slides into the presentations for participants to utilize the Class Code to record attendance at the beginning and/or the end of your CEU presentation.	As the attendees download CEU Event Mobile App the INSTRUCTORS will scan the Attendee QR Codes. When the code is scanned the attendee information will instantly appear on your attendee list that the instructor will send you at the end of the presentation for FOLLOW-UP.

³ Your instructor will provide a list of attendees so your organization can follow up with them.

⁴ The Instructor uses a paperless system.