ASCCA SUPER SHOP NIGHT GUIDE

ASCCA

Automotive Service Councils of California

Professionals in Automotive Service – Since 1940

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This is an overview of how a Super Shop Night (SSN) can create an interest in both ASCCA and the local Chapters. This information was compiled by many ASCCA members who have successfully held a Super Shop Night in their chapters.

> *"A SSN can be a valuable tool to help any chapter looking to increase its membership numbers. A number of chapters have put on a SSN with such great results as membership increases, and as a morale booster for the hosting chapter."*

The hosting Chapter should create a timeline of what needs to happen to make a SSN successful. The spreadsheet included at the end of this guide will aid the committee in assigning tasks to committee members.

Additionally, the committee should review Policy #3-5, Financial Support for "Super Shop" Program, also included with this guide.

General Tips

1. Begin preparing six to eight months in advanced of a SSN to ensure plenty of time for proper planning of a successful event.
2. Create a chapter SSN committee. Two committee leaders with event planning experience should oversee the event.
3. When choosing a date, consider the time of year, especially if the event is to be held outside. Weather can be an issue.
4. Consider the holidays or other local events for non-conflicting dates; consider ASE testing dates as well. Calendar conflicts can result in a poor turnout, no matter how well planned an event is.
5. Using a keynote speaker as an additional "draw" for attendees is essential. A State Association leader, a high quality educational speaker, or a Board Member can really help bring attendees to a SSN. Information should be cutting edge and informative. A speaker's presentation should be limited to 30-45 minutes. Remember that everyone has put in a full day at work already and there are vendors wanting to meet with the attendees.
6. SSN focus should be a recruitment tool and for the enjoyment of current members.
7. Guaranteed attendance is always a challenge. Some chapters have found that if you collect a registration fee in advance that it helps to ensure attendance (e.g., $20 per person). These funds then can go towards the funding of the event. Many organizers have found a local vendor or a designated chapter board member to collect the registration fee from attendees (use of credit cards is then an option, which aids in getting preregistrations; folks are likely to preregister if they just need to give a credit card to secure their registration). Advance funding such as this is a valuable aid to the organizers in preparing for adequate food and beverages quantities.
8. One chapter used wristbands rather than tickets for registrants. There are many options that may be used to control attendance.

Resources

Use the following as a guide for resources available to chapters

1. State office help is available. Contact information:
   a ASCCA
      One Capitol Mall, Suite 00
      Sacramento, CA 95814
      Phone: (916) 924-9054
        00 810-4272
      Fax: (916) 444-7462
2. Potential need for insurance (suggested vendor: r   r n   a   r   )
3. Use templates for invitation letters – both for attendees and vendors (created by State staff office or local committee)
4. Use of direct mail type brochures: attached to this guide is a staff-created post card mailer for potential members to receive.
5. The availability of "seed money" to chapter by the state is an option for banquet hall rental or other approved needs. Pre-approval and repayment terms need to be worked out on a case by case basis. A chapter in the end should *make* money on this event. Refer to attached Policy #3-5, Financial Support for "Super Shop" Program.
6. Use the B.A.R list that is available from the State office and create a "Top 10" (or chapter 20) list. Chapter members should each come up with the 10 other shops they would like to see in the association. The top 10 list can be forwarded to the State office to use for focused mailing campaign. This is why the six to eight month advance planning process needs to be used.
7. Use Staff support of SSN for recruitment and possible follow up of prospects after the event.
8. It has been found that *repeated* contacts and reminders to attendees prior to the event will help make a SSN successful.
9. Other methods of getting the word out about the event:
   a Mail pieces
      Personal contact

      c. Flyers
      d. Phone calls
      e. E-mails
      f. Free online calendaring systems such as CraigsList and others

Venue/Location Tips

1. The venue chosen should large enough to accommodate 100 to 150 people, vendor display tables, dinner tables, etc. This could be either a shop or other no/low cost venue.
2. At least four to six months prior to the event, contact the caterer or venue to determine the availability of the venue and meal and beverage selection. Select two to three options to determine pricing.
3. Consider renting a PA system for speaker and master of ceremonies (MC).
4. Equipment rentals, such as tables and chairs, may also need to be necessary. Order these three months in advance or more.
5. Electrical power must be available in most cases.
6. Basic necessities, such as adequate restrooms, should be considered, as well as parking to accommodate 100 or more vehicles. A courtesy announcement to the neighboring businesses may be in order, especially if the parking areas are shared.
7. A typical catering bill may run $500 to $1200. Some chapters have returned registration fees to registrants who attend the event, if the other revenue sources (vendor booth sales) are sufficient to cover the costs.

Table/Booth Tips

1. Put together a list of vendors to "sponsor" tables (suggest fee of $100 per table). Chapters may determine that included with this fee will be one or two meals per vendor table. Some vendors may purchase one or two extra tables with extra staff to man them. **It is extremely important to make sure that the vendors who are "paying to play" get value for their dollars and time. The idea is to bring them back again in the future.**
2. A chapter may also approach a vendor to sponsor the event. Special recognition such as banners and printed material with their name might be a great way to really give your SSN a jump start.
3. The hosting Chapter must staff a recruitment table to help sign up prospects. If planned in advanced, the chapter membership person or leadership can plan to work with staff on follow-ups of any prospects over the next 48 hours.
4. ASCCA promotional materials and brochures should be on display and handed out to anyone who is not a chapter member. Contact the State office if you need a supply of these materials.
5. If the event is held at a shop, prep the hosting shop owner to talk about themselves, their staff, background and experience, shop management program and anything else unique about the business. Things like special recognition or community service are also good topic choices.
6. Suggested Vendor rules:
      a. $100 per table (standard 8 ft. table)
      b. Set up minimum 1 ½ hours prior to the event
      c. Commit sponsorship four to five months in advance
      d. One or two dinners included at no extra fee for each table purchased
      e. Suggest at least one door prize per vendor
7. Vendors: Always contact ASCCA endorsed vendors to help support your SSN. These endorsed vendors support us at a state level and if possible, will support your event if you just ask. Be creative!
8. Here's an example list of potential vendors in no particular order.
      a. Parts stores
      b. Warehouse distributors (WDs)
      c. Banks
      d. Uniform companies
      e. Insurance brokers
      f. The chapter's associate members
      g. Car rental
         i. Hertz

        ii.   Enterprise
        iii. Budget
h. Payroll Services, such as State endorsed Summit payroll.
i. Management companies
j. Community colleges w/auto program
k. Autonet TV
l. Demand Force
m. Customer Link
n. Shop management programs
        i.   Mitchell
        ii.   All Data
        iii. Others
o. Identifix
p. Towing companies (bring a big rig tow truck and park it out front with lights flashing?)
q. AAA
r. ASE
s. Local B.A.R
t. Tool vendors
        i.   Snap On
        ii.   Mac
        iii. Matco
        iv. Cornwell
        v.   Independents
u. Shop equipment suppliers for compressors, hot tanks, test equipment, etc.
v. BG Products or Justice Brothers
w. Office Depot
x. Other chapters for recruitment?
y. Dean Lowe of Pacific Management Services
z. Hazmat companies
        i.   Safety Kleen
        ii.   FRS
        iii. Worldwide
aa. Bookkeepers/Accountants/CPAs
bb. QuickBooks trainers
cc. Local fire dept or HazMat Compliance
dd. ADA Compliance Company
ee. Chamber of Commerce
ff. Travel Agent
gg. Networking groups such as Leads group, BNI, or LeTip
hh. Chiropractor
ii. Business Coach
jj. Local Health Club
kk. Emergency Medical Center (for accidents and pre-hire testing)
ll. Jasper Engine and Transmissions
mm.   AC Delco Performance Parts

Door Prize/Drawing Tips

1. Approach larger corporations and their suppliers for high value door prizes, such as test tools or electronic items.
2. Drawings can be used to keep the "buzz" going during the night. Door prize ideas:
   a. Free training classes
   b. Tools
   c. Free car rental
   d. Home Depot gift certificates
   e. Restaurant gift cards

3. An idea to encourage pre-registration is to offer a separate drawing of high-value prizes for those who pay in advance (use special color raffle tickets for pre-paid attendees; one ticket per pre-paid attendee).
4. Some chapters have requested that vendors give drawing tickets to the visitors to their table; these tickets would be a second color. All vendor tickets would then be pooled into the final drawing at the end of the night (winners must be present to collect a prize).
5. Sell 50/50 raffles; use a third color of tickets. This can be a money-maker for the chapter.
6. Suggest two or three runners to help distribute door prizes to winners. This really can speed up the process if there are a number of items to pass out.

Program Tips

1. Chapter commitment
    a. Two leaders to head committee, with a group of five or more committee members
    b. Delegation of duties and responsibility of board and chapter members (or others) will be needed.
        i. Do not count on only one or two people to put on the event! It's imperative that the work load be evenly distributed and follow-up takes place for all prospects.
    c. SSN will require a fair number of people and a fair amount of time commitment. Make sure your team is committed 110%!
    d. Go to proven members that can help carry the event to completion.
    e. You must be able to count on those who volunteer or are asked to help.
        i. As with most things, the follow up with prospective members will require effort on a chapter's leadership or recruitment person, depending on the size of the SSN. Plan for this from the beginning stages.
        ii. Assignment of a person(s) to address prospects will be critical to the success of recruiting new members!!
2. Consider the use of a Master of Ceremonies (MC) to keep things on time and to introduce speakers; also ensures that the program steadily moves along during the night.
3. Have someone familiar with the PowerPoint program to create a visual slideshow during the event. Have it run on a wall or screen that shows the chapters' shops, owners and staff, and a series of slides that talk about the benefits of membership and what ASCCA is all about (include pictures of State staff and State board president, local leadership, previous events, etc.)

Attached: Post Card Flyer Sample
Attached: Sample event spreadsheet

Event Date:
Event Location:
Event Title:

Instructions: This form is initiated by the Program Chair(s) six to eight months prior to the event. While the program chairs are listed for most tasks, it is expected that this list will be updated with the names of the actual committee members performing the tasks.

Activity	Due Date	Person Responsible	Status	Comments
Financial				
Complete P&L estimate and give to Executive Committee	Six months or more prior to the event	Program chair(s)		
Complete P&L actual working with Association Manager and share with Board	1 week post event	Program chair(s)		
Promotions				
Website and registration page copy to staff office for website posting. If using email to promote, develop e-blast formatting. Create event flyer. Ideally, event announcements will be available for the event at the chapter events several months prior.	Six months or more prior to the event	Program chair(s)		
Discuss additional promotional ideas with board/committee	Six months or more prior to the event	Program chair(s)		
Promotional flyers copied for distribution at upcoming events for placement on seats at event	Day of event	Monthly event chair (information comes from program chair)		
Email Campaigns				
Meeting Announcement Copy Include the following information: **Why is this event important to attend? **What will be taught? **What gives the speaker and vendors credibility? **Who should attend and who will benefit the most?	Six months or more prior to the event	Program chair(s)		

Speaker Name, Emcee Name	Six months or more prior to the event	Program chair(s)
Speaker/Emcee BIOs Should be less than 100 words Include the following information: **What is the speaker's experience on this subject? **What work experience does the speaker have to support his/her knowledge on this subject? **What educational experiences does the speaker have to support his/her knowledge on this subject? **To what social or non-profit associations does the speaker belong? **Has the speaker published any work?	Six months or more prior to the event	Program chair(s)
Email Frequency (if different than standard list here)	Six months or more prior to the event	VP Programs with input from VP Promotions
First email date (if different than standard)	Six months or more prior to the event	VP Programs with input from VP Promotions
Email Subject Line	Six months or more prior to the event	VP Programs with input from VP Promotions
Additional Notes		

Announcements at Event		
Provide President with any special promotional information, including sponsors, vendors, etc.	1 week prior to the event	Program chair(s)
Create brief introduction of speakers and vendors	1 week prior to the event	Program chair(s)
Venue		
Secure venue	No less than Six months or more prior to event	Program chair(s)

Determine estimated attendees with chapter leadership based on speaker/panelists, time of year, etc.	No less than Six months or more prior to event	Program chair(s)
Determine menu with venue staff and obtain estimated costs	No less than Six months or more prior to event	Program chair(s)
Secure Executive Committee approval for venue estimated expenses	No less than Six months or more prior to event	Program chair(s)
Advise venue of final menu	No less than Six months or more prior to event	Program chair(s)
Request venue send contract to chapter leadership for approval	No less than Six months or more prior to event	Program chair(s)
Determine estimated final number of attendees	10 days prior to the event	Program chair(s)
Determine AV needs	6 weeks prior to event	VP Programs
Venue URL for directions to give to attendees, speaker, vendors, etc.	Six months or more prior to the event	VP Programs
Registration		
Monitor registration, work with promotions to add "special" announcements	Beginning 6 weeks prior to event	Program chair(s)
Cost of Event: provide the following information for flyers, promos, etc.		
Advanced Pricing: Members	Six months or more prior to the event	Program chair(s)
Advanced Pricing: Nonmembers	Six months or more prior to the event	Program chair(s)
Advanced Pricing closes (date):	Six months or more prior to the event	Program chair(s)
Regular Pricing: Members	Six months or more prior to the event	Program chair(s)

Regular Pricing: Nonmembers	Six months or more prior to the event	Program chair(s)
Regular Pricing closes (date):	Six months or more prior to the event	Program chair(s)
Walk-ins will or will not be accommodated?	Six months or more prior to the event	Program chair(s)
Pricing at-the-door: Members	Six months or more prior to the event	Program chair(s)
Pricing at-the-door: Nonmembers	Six months or more prior to the event	Program chair(s)
Presentation Handouts		
Presentations are reviewed by chapter leadership and program chair(s)	45 days prior to event	Program chair(s)
Copies of handouts for event, if applicable	1 week prior to event	Program chair(s)
Speakers/Presentation		
Send speakers announcement copy, key objective of event	60-90 days prior to event	Program chair(s)
Set up conference call, if necessary, between emcee and speaker to review presentations	No less than 1 week prior to event	Program chair(s)
Distribute speaker presentations to moderator	No less than 1 week prior to event	Program chair(s)
Bring speaker gift(s) to event	Day of Event	Program chair(s)
Speaker gift(s) given to speaker(s)/panelist(s)	Day of Event	Program chair(s)
Event Logistics/Roles		
Distribute the speaker handouts, upcoming events flyer, etc., to every seat	Day of event	Program chair(s)
Distribute upcoming event announcements to every seat	Day of event	Program chair(s)
Speaker and sponsor introductions to chapter leadership	Day of event	Program chair(s)
Greet speaker, make sure they know where to sit, get water before program	Day of event	Program chair(s)
Greet attendees at the door (greeter)	Day of event	Greeter

Time keeper who holds up time so speaker(s) know when to end	Day of event	Time keeper
A/V equipment and PowerPoint presentation management	Day of event	Committee member
Make sure signage is visible, if applicable	Day of event	Committee member
Introduction to sponsors, make sure they have everything (should also be someone there from the sponsor committee)	Day of event	Committee member
Test acoustics, run through presentations	Day of event	Program chair(s)
Run networking slideshow during event (prior to speaker) of upcoming chapter events, other chapter announcements, sponsor logos for today's event, etc.	Day of event	Program chair(s)
Ensure adequate seating is available	Day of event	Program chair(s)
Thank people as they leave	Day of event	Program chair(s)
Evaluations/Event Surveys		
Update event evaluation with current information	1 week prior to event	Program chair(s)
Distribute event evaluation to all attendees	Day of event	Program chair(s)
Gather event evaluations from survey and tabulate; share with board/committee	1 week post event	Program chair(s)
Comments:		