

How to Host a One Day State Networking Event at Your Facility

1. **Select a target audience** (examples below)
General Audience - Front Line Staff – Management – Specific Job Category such as Personal Training, Athletic Trainers, Exercise Physiologists
2. **Select a day and time**
MFA recommends to host the event towards the end of the week and to start around 8:30-9am and finish by 3-3:30pm
3. **Select event name** (examples below)
South East One Day Symposium – Virginia Networking Event – Free North East State Event – One Day Ohio Event
4. **Choose a format** (examples below)
Three to four 30 minute or one hour seminars
Three to four one hour round table discussions
5. **Continuing Education Credits** (MFA will require the following information 45 days prior to the event for each offering)
 - Seminar Title and/or Round Table Topic
 - 3 learning objectives
 - Brief overview of seminar or round table discussion
 - Speaker and/or Round Table Leader resumes (*please note, biographies are no longer accepted)
6. **Sponsorships for Lunch/Snack Cart**
Reach out to local vendors to sponsor the (boxed) lunch and snack/beverage cart (fruit, coffee, water, tea, granola bars)
One Sponsor: \$500
Two Sponsors: \$250 each
Sponsorship includes – small table at the event for promotional items, opportunities to address the audience regarding their products and/or services, receives pre-conference and post conference registration lists, logo displayed on marketing materials (MFA website, online registration portal, email campaigns, social media posts), and on-site with signage and any printed materials.
7. **Marketing Artwork**
MFA will require artwork from the following images in JPEG format, high resolution:
Event Host – Sponsor(s) – Speakers (this is optional)
8. **Event Marketing**
MFA will market the event through website, email campaigns, and social media posts.
9. **Registration Process**
MFA's online registration portal will secure registrations for both MFA members and non-members. MFA accounting department will process all registration fees and/or sponsorships by check payment to the Host post-conference.
10. **Registration Fees** – Host may choose from examples below
For Members: Free, \$5 or \$10
For Nonmembers \$10, \$15, or \$20
11. **Agenda** schedule example below

8:30 - 8:45	Welcome and Introduction
8:45 - 9	Ice Breaker
9 – 10	Educational Seminar #1 or Round Table Discussion
10 - 11	Educational Seminar #2 or Round Table Discussion
11 - 11:15	Sponsor Announcement and break (if applicable)
11:15 - 12:15	Educational Seminar #3 or Round Table Discussion
12:15 - 1:15	Lunch (sponsored by your local vendor) (if applicable)
1:15 - 2:15	Educational Seminar #4 or Round Table Discussion
2:15 – 3	Closing – Recap – Final words from vendor (if applicable)