

**Collaborative Event Promotion Application**

The Center for Appreciative inquiry (CAI) is recognized worldwide as a leader in Appreciative Inquiry certification. For over 30 years, we have assisted thousands of individuals on their AI journey by providing high-quality, strength-based certification programs that build on their experience, provide new learning, and build upon new theories and research in the field of Appreciative Inquiry.

To help our growing network of AI professionals earn and maintain their certification, we are looking for programs, workshops, and virtual learnings that are relevant, experiential, and strengthen participants' understanding and application of AI. If you offer a strength-based program, we invite you to host it in collaboration with The Center for Appreciative Inquiry. Beyond business growth opportunities, The Center for Appreciative Inquiry is a trusted brand with an international reach – giving your program a competitive edge, unquestioned credibility, exposure to our worldwide audience, and membership into our growing network of successful providers. There are five components in our event construction process: *Creation, Promotion, Capture, Track* and *Payment*.

**STEP 1: CREATE YOUR EVENT**

Our event pages serve as a platform to inform potential attendees: the purpose of your event and its expected learning outcomes, time and location, presenter(s) information, pricing, and more. The events we host and promote are, by nature, about connections. By providing a colorful and engaging description of your event, you can boost attendance, make new connections, and strengthen old ones. The information you provide/submit will be utilized by our team to create an event and registration page. You will be given an opportunity to review the event and registration pages for revisions prior to making the event ‘live’. Once all revisions have been made, your event page will go ‘live’ – meaning it will be locatable on our event calendar and open to receive registrations.

**STEP 2: PROMOTE EVENT**

The most effective way to promote your event is through coordinated campaigns across various marketing channels. Each event scheduled will receive a customized email highlighting your upcoming event, its details, and provide a link for easy registration. Prior to sending, we will email you a draft of the email for revisions, modifications and suggestions. Once all changes have been made, the email will be scheduled for delivery to our growing email contact list. In addition to being sent out to our contact list, the email will be promoted on our various social media networks: Facebook, Twitter, LinkedIn, and Instagram.

**STEP 3: CAPTURE PARTICIPANT INFORMATION**

Our customizable online registration forms allow you to collect participant information that will help you give attendees a great event experience. Participants can register for your events quickly using our secure online registration system. Information collected by our online registration system will remain confidential and will not be sold to third parties.

**STEP 4: TRACK & MANAGE REGISTRATIONS**

Each scheduled event will have an event roster. The event roster will contain participant information collected during the registration process. Upon registration, each attendee will receive a confirmation email from CAI containing a paid invoice and additional training information. Additional registration support provided includes: monitoring registrations, payment statuses, and how close you are to reaching maximum capacity. Event rosters will be provided to event trainers/presenters to engage participants before, during and after the event.

**STEP 5: PAYMENT**

Prior to creating your event, you will participate in a meeting with the Center for Appreciative Inquiry to discuss the roles and responsibilities of each party, logistics, method of payment, fund management and distribution. Using the information collected from the meeting, CAI will draft a mutual agreement between all parties involved.

**APPLICATION PROCESS**

To apply for the Center for Appreciative Inquiry’s Collaborative Event Promotion Program, please complete the application form. Be sure to include as much information as possible, including supplying additional documentation (e.g. syllabus, supplemental reading material, pre- and post-work, etc.), so that The Center for Appreciative Inquiry can create engaging, well-designed, and informative event and registration pages, confirmation emails, and promotional materials. All completed Collaborative Event Promotion Applications are to be submitted to Kathy Becker at Kathy@CenterForAppreciativeInquiry.net.

Once submitted, please allow for up to 60 days for the CAI team to review your application. Applications will be reviewed in the order in which is it received.

**EVENT INFORMATION**

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| **EVENT PRESENTER(S)** |
| **Full Name:** |  |
| **Email:** |  | **Cell:** |  |
| **Name of Organization:** |  |
| **Address:** |  | **City:** |  | **State:** |  | **Zip:** |  |
| **Province:** |  | **Country:** |  |

**Presenter #2** *(if applicable)*

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| **Full Name:** |  |
| **Email:** |  | **Cell:** |  |
| **Name of Organization:** |  |
| **Address:** |  | **City:** |  | **State:** |  | **Zip:** |  |
| **Province:** |  | **Country:** |  |

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| **EVENT DETAILS** |
| **Event Name:** |  |
| **Event Description.** *This information will be used for event page creation and marketing purposes so please be as detailed as possible (e.g. overview, learning objectives, pre-requisites, pre- and post-work, mentorship, certificate, etc.)* |
| **Type of Event:** | Face-to-Face [ ]  | Virtual [ ]  | Hybrid [ ]  | Other: |  |
| **Target Audience:** |  |

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| **EVENT DATES AND TIMES** |
| **Proposed Event Date(s):** |  |
| **Event Start Time:** |  | **Event End Time:** |  |
| **Time Zone:** |  |

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| **EVENT LOCATION** |
| **Venue Name:** |  |
| **Address:** |  | **City:** |  | **State:** |  | **Zip:** |  |
| **Province:** |  | **Country:** |  |
| **Nearest Airport:** |  | **Parking:** *(check all that apply)* | On-site[ ]  Nearby[ ]  Free[ ]  Pay-to-Park[ ]  |
| **Hotels Near Venue.** *Please include name, address, and phone number.* |

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| **VIRTUAL EVENTS** |
| **List platform being used** *(e.g. zoom, skype)***:** |  |
| **Additional Information.** *Include all necessary information to help participants attend your event (e.g. urls, access codes, participant ID, special instructions, etc.)* |

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| **ADDITIONAL INFORMATION** |
| Is there additional information about your event that you feel is important to include or mention? If so, please share. |

**REGISTRATION INFORMATION**

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| **EVENT REGISTRATION FORM** |
| Our online registration form collects contact information for each participant that registers. The information collected can be modified to fit your event’s needs. Please select the information you want to collect from participants: |
| [ ]  First Name | [ ]  Last Name | [ ]  Email Address | [ ]  Mailing Address |
| [ ]  Work Number | [ ]  Cell Number | [ ]  Company | [ ]  Job Title |
| [ ]  Badge Name | [ ]  Dietary Restrictions |  |  |
| If you wish to collect additional information, please list the information you wish to collect below: |

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| **REGISTRATION FEES** (please note: all registration fees are collected and processed in USD) |
| **Is there a fee to attend your event?** Yes[ ]  No [ ]  |
| If your answered yes, do you charge a: |
| [ ]  Flat Fee for all attendees. Price per person is: | $ |
| [ ]  Multiple fee pricing tier (e.g. separate pricing for non-profit, students, corporate, group rates, etc.) |
| Tier Name: |  | Registration Fee: | $ |
| Tier Name: |  | Registration Fee: | $ |
| Tier Name: |  | Registration Fee: | $ |
| Tier Name: |  | Registration Fee: | $ |
| **When would you like registration to close?** |
| [ ]  When maximum number of participants register. Maximum number is: |  |
| [ ]  On a certain date. Close registration on: |  |

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| **CONFIRMATION EMAILS** |
| **All registrants will receive a confirmation email that includes: a paid invoice, event time and location, and travel information.** If you would like additional items included in participants’ confirmation emails (e.g. pre-event reading, links to videos, etc.), please list these items below. *Note: when submitting this form, be sure to include any/all attachments you would like sent to participants.* |

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| **EVENT ROSTER** |
| **Information collected during registration will be used to create and manage your event’s roster. How often would you like to receive an updated event roster?** |
| [ ]  Every time a participant registers | [ ]  2 weeks prior to event | [ ]  Other: |  |