



YANG Regional Meet-up

Host Expectations & Best Practices

YANG headquarters markets each of our regional meet-ups through our YANG listserv, social network channels and the Auto Care Association membership. Meet-up information including the RSVP link can be found on Auto Care Association's industry calendar and the YANG website. However, advertising can't stop there. To have a well-attended event, it is necessary for hosts to also engage in marketing to their local network and contacts.

As the YANG Meet-up Host, you will be responsible for the following.

Share

- Call up contacts to personally invite to the meet-up.
- Utilize your local network including industry contacts, colleagues and friends to help spread the word.
- Share meet-up information on social media outlets like LinkedIn and Facebook.
- Report the event's success on social media.
- Promote the event as professional, business casual attire suggested.

Present

- Be punctual, presentable and professional during the YANG Experience.
- Utilize venues that will draw a professional crowd.

Engage

- Actively welcome all attendees.
- Prepare a 2-3 minute speech discussing YANG and future events (YANG HQ will help you prepare).
- Carry plenty of business cards.
- Introduce your contacts to one another.
- Encourage lively discussion.
- Promote the auto care industry, this is not a sales call and avoid customer bashing.
- Take pictures of the event to share on social channels.

Follow Up

- Report the event's success and share photos via YANG social media and to the Auto Care Association.
- Thank all the attendees for their contributions and attendance through the YANG meet-up thank-you email template. A survey link is included in the email.
- Record in an Excel spreadsheet contact information of all attendees to give to YANG HQ.
- Follow-up with Courtney via courtney.hammer@autocare.org within one week of the event to summarize how it went.
- Return the YANG banner and left over materials to Auto Care Association headquarters using the prepaid shipping label
- Be available to give feedback to future hosts

About YANG

The Young Auto Care Network Group (YANG) provides auto care professionals under the age of 40 the opportunity to network with industry peers, enhance knowledge and improve leadership capabilities. YANG was formed with a desire to help young professionals establish a circle of peers to grow with alongside their careers. Participants are future executive level staffers of the auto care industry that see the value in establishing connections with other young professionals that will one day be business owners and key decision makers.