

Tabling Best Practices



The key marker of well done tabling is that information flows in two directions. All Chapters can increase visibility on campus by tabling throughout the term. In addition to giving the campus information about the organization and your Chapter, you should be collecting information from students to add to your Potential New Member List. Here are some tips to refer to during this process.

Preparing to Table

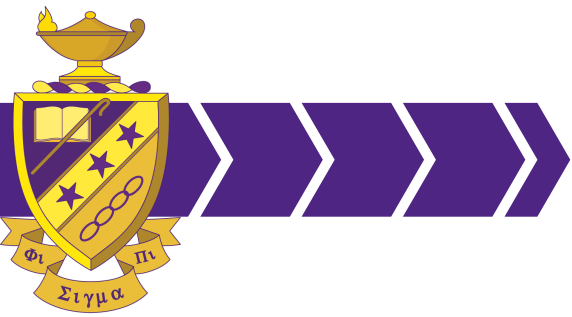
- Build a Recruitment Committee. These Members may help plan some of the events and help with logistical arrangements for recruitment.
- Reserve the space. This could be a campus-wide organization fair or a solo event with just the Chapter. Consider the weather in your area if it is outdoors.
- Communicate with Chapter Members about what days and times work well. Full Chapter participation is highly encouraged!
- Create a visual aid. This can be a trifold poster, several shirts, etc. There are free banner templates online in the Phi Sigma Pi Resource Center.
 - This is best delegated to Members who are creatively inclined and may be more comfortable in the background.
- Print off miniature flyers with dates and times of upcoming Chapter events for PNMs to take. Be sure to include contact information for the Initiate Advisor and/or Recruitment Advisor.



Setting Up

- Arrive early to set up the tabling area.
- Ensure that the space is accessible and any accommodations have been handled beforehand (i.e. access to electrical outlets).
- Use a nice tablecloth to cover and arrange visual aids in a neat and organized manner.
- Set up visual aids. This can be your trifold, neatly folded shirts, miniature flyers, etc.
- If using freebies, ensure that they are visible but not blocking any necessary pieces. For example, a bowl of candy should be toward the front but off to the side as not to obstruct your main visual aids.
- Have a sign-up sheet or equivalent easily accessible to anyone who walks by.

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Working the Crowd

- This is the most important part of recruitment - mingling.
- Members spend most of recruitment talking with Potential New Members about their experience with Phi Sigma Pi, explaining more about the organization and the benefits of being a Member of Phi Sigma Pi and having fun at the planned events.
- Rehearse your pitch many times before you begin working the table.
- Have Members stand in front of the table off to the side to the visual aid can be the focal point of the display. Their primary role is to attract Potential New Members to the table and exchange information.
 - This task is best performed by Members who enjoy talking with others.
 - All Members should be wearing letters/Phi Sigma Pi-related shirts, if available.
- Rotate the Member teams regularly to keep them fresh (e.g. 30-60 min shifts)



Tear Down and Next Steps

- After the event is over, ensure that everything is packed up and stored in a safe place (usually with the Initiate Advisor/Recruitment Advisor, but can be someone on the Recruitment Committee).
- Follow-up with those who shared their contact information.
 - E-mails are fine, but always be the first person to pick up the telephone and call after the information table session.
 - A quick text right after tabling is a nice touch, but it doesn't replace the need to call.
- Use a variety of contact methods: phone, email, Facebook, text message, thank you cards/formal invitations, "drop by" in person, etc.
 - Use this professionally. Potential New Member (or anyone else's) contact information should not be used for personal gain.
- Organize a debriefing session with Members that night or the next day.
- Be prepared to follow up as many as 3 times in the first 10 days after meeting a prospect before assuming that person is not interested.