

oPEO eBlast and Eventbrite Procedure

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Purpose

This document describes the process used by the Ottawa Chapter of the Professional Engineers of Ontario (oPEO) for event organizers to set up events on EventBrite and to have email Blasts sent out to all oPEO members on the email distribution list to announce the event.

The Communications Modes

Eventbrite – is an event management and ticketing service. The service allows users to browse, create, and promote local events. The service charges a fee to event organizers in exchange for online ticketing services, unless the event is free. oPEO uses EventBrite to announce and accept registration for events. PEO Headquarters initiates an EventBrite event for Chapters to ensure that postings are within the PEO mandate and for insurance purposes.

E-Blast - an email broadcast that sends a single email message to many subscribers in the oPEO Chapter mailing list. This communicates news, events and solicits volunteers, and is an effective strategy to get member engagement within the Chapter.

Examples of Communication – Eventbrite

Past the following link into a browser to see an Eventbrite listing example.

[PEO – Ottawa Chapter - Guided Tour at the Parliament of Canada Tickets, Sun, 19 Nov 2023 at 10:00 AM | Eventbrite](#)

Examples of Communication – E-blast

Trouble viewing this email? [Read it online](#)

**Professional Engineers
Ontario**

Ottawa

Diversity, Equity, and Inclusion (DEI)–Mentorship Program

We're thrilled to share the exciting news about the launch of our Diversity, Equity, and Inclusion (DEI) Committee **Mentorship Program.**

As part of our kick-off virtual event on **January 31, 2024** - there will be a dedicated speaker discussing the Professional Engineering licensing process. This insightful addition aims to

provide valuable information to both mentors and mentees.

This program offers a unique opportunity to engage with experienced professionals and gain insights.

If you're interested in joining as a mentor or mentee, please email oPEO at Ottawa@peo.on.ca by **December 31, 2023**, stating your role (Mentor/Mentee) and your goals. We encourage applications from individuals of all career stages.

Following your application, our committee will carefully match mentors with mentees based on shared interests and goals. Should you have any questions or need further information, please reach out to Sana Abou-Shaaban via email at Ottawa@peo.on.ca.

We look forward to your involvement and the success that this Mentorship Program will bring.

Sana Abou-Shaaban, PEO and Ottawa Chapter
Diversity, Equity and Inclusion Committee



The Communications Committee – how to post

Any active or de-facto member of the communications committee can get your event posted to EventBrite for you, and send out an email blast on your behalf.

Currently those people are (not in order):

Emil Joannou, P.Eng (emil@naroach.ca); and

Hooman Mohammadian (hooman.mn7394@gmail.com).

These committee members will only post notices given to them. It is not their responsibility to create any content. Since these members are all volunteers, expect that it may take a day or two for them to respond to emails and take action.

Procedure

This process should be started a month or two before the event.

1. First, confirm a time and location for the event. Some hall rentals can cost hundreds of dollars. To keep costs down, try to find a room at no cost or low cost. Many branches of the Ottawa Public Library have rooms that can be rented for tens of dollars instead of hundreds of dollars. The OPL room rental is even lower if you open up the event to the general public, instead of being a private oPEO only event. If an announcement of your event is published in a Community Newspaper, then it is considered a public event.
2. Decide if you want to have attendees register for the event. As per the Chapter Financial Manual (Rev. 2 – Apr 2022) from PEO headquarters “All chapter events that require the attendee’s registration, regardless of admission fee, must be done through Eventbrite.” A benefit of requiring registration for an event is that we can get you a list of attendees which you can use to print up name tags. You can also use registration to limit the number of attendees. If your event is provided free of charge, then figure on only half of the people actually showing up.
3. Create the text that you want to use for the event announcement, and add any graphics that you want. If you do not want to use the standard oPEO header, then specify your own.
4. Before an Eventbrite posting can be made, or an eBlast can be sent, the text must be approved by the Chair of the relevant committee, or by the Chair of the Chapter. A committee chair cannot approve their own text. The event organizer is to send the text to be approved to the designated approver, and to the member(s) of the communications committee that you would like to handle this event. Indicate how many tickets of what types, and at what price, you want posted to Eventbrite (if any). It is common to give away some free tickets to event organizers and guest speakers. The approver should “reply all” giving their consent, or requesting changes.
5. Once the notice has been approved, if an EventBrite posting is required, a member of the communications committee will arrange for PEO Headquarters to create the event skeleton, which the committee member will then fill in with the details provided in the notice that you created. It may take 1 to 3 business days for PEO headquarters to do their part. If no Eventbrite posting is required, then we will skip to Step 6.
6. The designated member of the communications committee will send an email blast to the oPEO email list, including the Eventbrite registration link (if applicable). You can request how many days in advance of the event that you want this eBlast to go out, and also if you wish to have it repeated on another date closer to the event.
7. Any member of the Communications Committee can tell you how many people have registered for your event, and provide a list of names of registered participants which you can use to print up name tags.

This document was created by Emil Joannou, P.Eng. on 10-Dec-2023, updated 16-March-2025.

And approved by Joe Podrebarac, P.Eng., oPEO Chair, on _____.