

Tabling

Objectives

- Garner names and contact information for the names list
- Create “buzz”
- HAVE FUN!

Supplies

- ~~Chairs~~
- ~~Fraternity everything~~
- Table
- Something to take down names and contact information
- Strategy
- Social Excellence
- Applicable materials for the tabling activity

Abstract

Tabling has been oft used and underwhelming way of recruiting men into fraternities for decades. The approach you will be taking as an expansion team member will be vastly different from the ones you see on college campuses every day.

With the expansion team, you will craft a strategy for your tabling sessions, which should average three to four times a week for approximately one to two hours a session.

The overarching goal of tabling is to put more names on your names list.

Additionally, if you are tabling in a socially excellent manner, you will notice that the expansion as well as the fraternity will begin to achieve a “buzz,” meaning that people will be talking about who you are and what you are doing.

You will find that effective tabling will become increasingly more vital to your expansion project if and when the sorority presentation referrals run dry.

Tabling Outline

Before the Tabling Session

- Work with proper university/community stakeholders to ensure reservation of area and table
- Develop a strategy in regards to how you will meet people and gather names and contact information
 - Examples of strategies could be the following:
 - Rock, Paper, Scissors game
 - Apples to Apples
 - Loaded Questions
 - Ring Toss
 - Free Coffee
 - Putt Putt
 - Strategies should include a prize of some kind, such as candy, coffee, etc.
 - Strategies should also include how names and contact information will be gathered

At the Tabling Session

- Arrive to set up 15 minutes in advance
- Prepare any and all materials in a neat fashion
- If there are chairs present, donate them to another table
- Do not wait for people to come to you; **BE SOCIALLY EXCELLENT AND GO TO THEM!**
- Track contact information for **ALL** people that you engage with; this includes women!

After the Tabling Session

- Add engaged individuals to names list
- Follow up with all individuals you add via text/e-mail/call the following day

Tabling Best Practices

What is the purpose of an information table? If you said, “to give out information...” you couldn’t be more wrong! The purpose of an information table is NOT to give out your information; it’s to get his/her information on your list. Everything we do at the table is designed to build our names list.

Preparations

- Schedule your table times and locations with the school weeks in advance
- There may be several steps involved in reserving space
- Arrange special needs such as electrical outlets or additional table space
- Organize your wardrobe; dress the members working the table in clothes that communicate your fraternity brand (e.g. khaki/polo, dress shirt/tie, dresses, letters, etc.)
- Request table dressings from catering or the group responsible for set up
- Arrive at least 30 minutes early
- Build a relationship with the volunteers organizing the event. They will often become valuable partners that can help your recruitment process
- Location, Location, Location! Be the first or last impression and he’s more likely to remember you. Look for corner and end locations near the entrance/exit that will have the maximum number of people walking by
- Begin building relationships with those that show up early and networking with other organization representatives
- Give yourself time to set up your table before potential members arrive

Table Set Up

- Professional is best
- Use a professional printer for brochures and marketing pieces
- Hire a professional to design and/or create the exhibitor display and materials
- Place any give away items or raffle items on the table as talking points
- Buy/rent flat screen to play pictures/video highlighting chapter members and activities that showcase the organization (if table is indoors)
- Professional flags and banners are a nice touch
- When high end isn’t possible, less is more! Literally, keep it neat and simple

Table Tips

- Slide the table forward 6 inches to give your table a visual advantage over others. Or, push the table back and stand in the area where everyone else has their table
- Use a clean, pressed table cloth over the table; consider ruffled skirting around the table to look professional and inviting; the only other tables like it will be the registration table and food table, so you are subconsciously inviting potential members to come to your table for help and resources and you’ll have a discrete place under the table to keep supplies

- Give your chairs away! You won't need them since you'll be standing in front of the table; be interfraternal by letting two more members of another fraternity use your chairs to sit behind their table
- Make it fun! Consider games such as rock, paper, scissors to break the ice
- Use raffle tickets or registration slips to promote a free gift, scholarship, or prize; this is a non-threatening way to capture his name and contact information
- Finger foods with a strong, pleasant aroma can be a nice touch
- If the table is near a common area (e.g. cafeteria, library, student union), using table tents that match your information table are a nice touch

Working the Table

- Staff the table with two to four members; give them specific roles at the table
- Two members should be six feet in front of the table and six feet apart, facing away from each other; their primary role is to shake hands with every potential member that walks by, introduce the prospect to another member, invite him to a follow up function, and capture contact information
- Two additional members should be floating around the room picking up stragglers and bringing them back to the table; they are also building relationships with other organizations, learning from what the other groups are doing/saying, and working to maximize the effectiveness of future information table sessions
- Have a helper's heart; ask people at the Activities Fair what they are looking for and offer sincere guidance; you'll build instant trust and besides, it's the right thing to do
- Rotate the member teams regularly to keep them fresh (e.g. 30-60 min shifts)
- Consider creating competitions for the team that puts the most names on the list
- Business cards can be a nice a touch
- Rehearse your pitch many times before you begin working the table

Follow Up

- Have several small activities scheduled within the coming days, you need something to invite your new friends to attend!
- 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.
- Organize a telephone calling session with members that night or the next day
- Be prepared to follow up as many as seven times in the first 10 days after meeting a prospect before assuming that person is not interested

Common Mistakes

- Arriving late and/or leaving early
- Using a last minute display that looks like a third grade science project
- Failing to practice the script of what you'll say when people ask about the organization
- Cluttering the table with trophies, composites, paddles, and junk

- Underestimating the importance of smiling, shaking random hands, and having fun
- De-valuing your brand by using sex or gimmicks to sell your organization
- Sitting/slouching behind the table, waiting for them to come talk to you
- Failing to build a list of names with contact information for follow up
- Crowding the table with too many members and/or putting members of the opposite sex at the table; yes, I know this feels like it will work, but it just distracts your members from doing what they came to get done
- Poor conversations at the table due to lack of interpersonal skills and/or practice
- Members “hanging out” and talking to each other, but failing to meet prospects
- Dressing like a slob, looking frumpy, or appearing fratty
- Creating a scene and/or drawing attention through antics is not success; getting contact information from people that genuinely want you to follow up with them is success!
- Depending on the IFC to do all the work for your chapter.
- Nothing planned in the next 48 hours to invite interested prospect to attend
- Bonus
- Go for the big score. Get the big list from the registration table. At an event with a lot of tables (e.g. activities fair, involvement fair, meet the Greeks) once you’ve called everyone that offered their name at your information table, begin calling all the names that you didn’t meet.

Phired Up Productions is the world’s leading company in fraternity recruitment. We highly encourage to use additional resources from Phired Up to aid your success in step one!

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