WHAT THE CLUB, HOST or NORTHWESTERN CONNECTS ORGANIZER DOES

- Select a point person or group of people to coordinate the event. Identify and arrange a location for your event. The NAA recommends choosing a bar or restaurant with a convenient location to parking or public transportation, that is easily set up for mingling and can offer the option of refreshments for guests.
- Fill out the Northwestern Connects Location Registration Form by Thursday, December 17 with the following information (Registration is set to open on December 21):
  - Contact name
  - Start and end times
  - Venue name and address
  - Venue limitations (if applicable)
  - Age minimum (if applicable)
- Fill out the Northwestern Connects Funding Request form if you are interested in a post-event reimbursement of up to US $200 (cannot be used towards alcohol or room rental fees).
- Ideally, event attendance is free; you may wish to work with your local venue make food and beverage available for purchase at the event. You should try to negotiate free or discounted hors d’oeuvres for the event based on the projected drink sales or food that you could purchase with the above-mentioned funding.
- Market the event in your club newsletters, social media sites and other communications to alumni in your area. Remember to add this language to your webpage in Our Northwestern.
- Appoint a local Social Media Ambassador for your location and send contact information to us. We will equip your Ambassador with a toolkit to help manage social media for the event.
- Remember that Northwestern Connects is an event designed for Northwestern community and their guests. Registration is not open to outside companies or recruiters without a direct affiliation with the University.
- After the event, post photos, send thank you's and follow up with contacts that you made.

WHAT THE NAA DOES

- The NAA will e-mail you a registration link for you to use in your local event marketing efforts.
- The NAA will broadly market the January Northwestern Connects events to all alumni and will manage registration for all confirmed events.
- In mid-January, the NAA will hold an optional call-in information session and Q&A to discuss Northwestern Connects best practices and logistics with event organizers.
- The NAA will send a list of registered attendees to the organizer a few days prior to the event.
- The NAA will provide suggested color coding for nametags to identify attendee career fields/fields of interest and a sign-in sheet template.
- Based on the date that the NAA receives your event details, you may be eligible for an event kit (containing NAA and NU-branded items) to be sent to you prior to your event. Please note that in order to receive the kit, you must provide full details no later than January 4, 2016.
TIPS FOR ATTENDEE SIGN-IN

Well-documented attendance as an important tool for building successful Northwestern Connects events. It’s easy to lose track of this in the commotion of the event, so be prepared.

- Have registration lists on hand for those who registered in advance.
- In addition, use walk-in sign-in sheets with fields for Name, Email Address, School at NU and Class Year.
- Assign volunteers to manage the sheets and ensure that every attendee is either checked off the registrant list or signs in on the sheet.
- Share your final attendance with the NAA at clubs@northwestern.edu by February 8, 2016 and follow up with attendees post-event via email.

NAMETAGS

Nametags are a simple but effective tool, and their use is strongly encouraged.

- Whether you create them ahead of time or have attendees create their own at the door, make sure you have ample supplies, and model the information each tag should include:
  - First and Last name
  - School at NU (optional)
  - Class Year (optional)
  - Company Name (optional)
- Post a volunteer at the door to encourage all participants to create and/or wear a nametag and to then collect the tags from departing guests.
- Cross-check your attendance lists with the nametags collected at the end of the event.

PROGRAMMING

The NAA will send a suggested program outline to event organizers to help structure your evening. This program is not mandatory but recommended by the NAA's Professional Development team to help facilitate meaningful networking conversations.

- The NAA will work with you to determine the best options for programing for your event. Programming guidelines will include the following:
  - Informal - groups of less than 20
  - Groups of 20-40
  - Groups of 40 and above (minimal structure)