

# EVENT ORGANIZER TIPS

## 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. You can also choose to hold the event in an office space but this will likely require that you bring in outside food or refreshments. If you can coordinate audio visual equipment (A/V) and Wi-Fi access, you can set up a virtual connection with other events taking place in your same time zone.
- Fill out the Northwestern Connects Location Registration Form with the following information (Registration is set to open worldwide on Wednesday, November 29):
- Contact name(s): due by Wednesday, October 25
- Start and end times: due by Wednesday, October 25
- Venue name and address: due by Wednesday, November 8
- Venue limitations and age minimum (if applicable): due by Wednesday, November 29
- Fill out the Northwestern Connects [Funding Request Form](#) if you are interested in and qualify for a post-event reimbursement (this cannot be used toward alcohol). Reimbursements will be provided based on previous years' event attendance.
- You are welcome to charge an admission fee to help defray the costs beyond the stipend. You may wish to work with your local venue to make food and/or beverages available for purchase at the event. You should try to negotiate **free** or **discounted** food for the event based on the projected cash bar sales, or food that you could purchase with the above-mentioned funding.
- Market the event in club newsletters, on social media using **#NUConnects**, and in other communications to Northwestern alumni in your area. Contact the NAA if you are not in a club area and need assistance with mass communications.
- Appoint a local Social Media Ambassador for your location and send that person's 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 the 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-yous, and follow up with contacts that you made.

## What the NAA Does

- The NAA will broadly market Northwestern Connects events to all alumni and will manage registration for all confirmed events. Club leaders: **do not create your own event in iModules.**

- The NAA will email you a registration link to use in your local event marketing efforts, and other digital resources for social media promotion.
- In early January, the NAA will hold a webinar/Q & A session to discuss Northwestern Connects best practices with event organizers. All event organizers and any other local volunteers are welcome to join the webinar, and information will be archived for future reference if you are unable to join live.
- The NAA will provide to each organizer a photo loop that can be played in the background at each event, if your venue can accommodate this.
- The NAA will send a list of registered attendees to the organizer 2–3 days prior to the event. Due to privacy and data-sharing regulations, this list may be sent to you via a secure file-sharing service. Keep in mind that this list will not include any last-minute or day-of registrations.
- The NAA will send a suggested program outline, including welcome remarks, 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 conversations.
- Based on the date that the NAA receives your event details, you may be eligible for an event kit (containing NAA or Northwestern-branded items, including blank Northwestern Alumni Association sticky name tags) to be sent to you prior to your event. Please note that in order to receive the kit, you must provide full event details, including anticipated attendance, no later than January 8.

## Tips for Attendee Sign-In

- Well-documented attendance is an important tool for building successful Northwestern Connects events. It is easy to lose track of this in the commotion of the event, so please be prepared.
- We strongly recommend having at least one laptop if the group anticipated is large to do check-in with the spreadsheet you received electronically and send the final list as soon as possible after the event.
- For smaller groups or if you do not have a laptop, have registration lists on hand (sent from the NAA) with names of those who registered in advance online. If the list of attendees is not tracked on a laptop, please photograph and send list to [lucie.sandel@northwestern.edu](mailto:lucie.sandel@northwestern.edu)
- Use [walk-in sign-in sheets](#) with fields for Name, Email Address, School at Northwestern, and Class Year to collect information for those who did not register or whose name is not on the above list. Request that they print legibly if at all possible as we become pharmacists reading a doctor's scrawl post event (I worked in a pharmacy and often the pharmacist had to call the doctor's office to see what the patient was prescribed and we can't do that in this case)

## Name Tags

- Name tags are a simple but effective tool, and their use is strongly encouraged, especially with larger groups.

- Have attendees create their own at the door, make sure you have ample supplies and show samples with the information each tag should include:
- First and last name
- School at Northwestern (*optional*)
- Class year (*optional*)
- Company (*optional*)
- Post a volunteer at the door to encourage all participants to create and wear a name tag.