

GLOBAL NETWORKING NIGHT

JUNE 25, 2013

ORGANIZER OVERVIEW

Getting Started Checklist: What the Club/SIG Does

- Select a point person in your Club or SIG to coordinate the event on Tuesday, June 25, 2013. Identify and arrange a location for your event. Most groups choose bars or restaurants, as they are set up for mingling and offer the option of refreshments for guests. Many groups have successfully negotiated free or discounted hors d'oeuvres for their events based on the projected drink sales. SIGs are requested to have a representative at all events they co-sponsor with Clubs.
- Fill out the GNN sign-up form by Tuesday, June 4, with the following information:
 - contact name
 - start and end times
 - venue name
 - venue address
 - venue capacity
 - age minimum (if applicable)
- The HAA will email you a registration link and marketing text for use in your newsletters and other communications to your members. Remember to add this language to your Club/SIG website.
- Remember that Global Networking Night is open to Harvard students and alumni. No recruiters or external companies please.

Registration Overview: What the HAA Does

- The HAA will market the June Global Networking Night to all alumni and will manage registration for all confirmed events. In June, the HAA will hold an optional call-in

information session and Q&A to discuss GNN Best Practices and logistics with event organizers; you will be contacted about the call via email.

- The HAA will send a list of registered attendees to the GNN point person a few days prior to the event. Additionally, the HAA will provide suggested color coding for nametags to identify attendee career fields/fields of interest and a sign-in sheet template.
- Registrants who elect to share their name, organizational and Harvard affiliations, and/or social media profile(s) will have access to other self-selecting attendee information prior to June 25. This information will be viewable via each city's respective registration page, which can be perused at <https://haa.proximate.com/connect/haa-global-networking-night>.
- Event attendance is always **free**; you may wish to make food and beverage available for purchase at the event; attendees shall be responsible for the costs of their own food and beverages.

ORGANIZER TIPS

Attendee Sign-In

Well-documented attendance is an important tool for building successful Global Networking Night events. It's easy to lose track of this in the commotion of the event, so be prepared. Have registration lists on hand and use walk-in sign-in sheets with fields for Name, Email Address, School, 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 HAA at clubs@harvard.edu and follow up with attendees via post-event email.

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HARVARD

Alumni Association

Nametags

Nametags are a simple but effective tool, and their use is 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—the participant's name is mandatory, while School, Class Year, and company name are optional. Post a volunteer at the door to encourage all participants to create and/or wear a nametag and to collect the tags from departing guests. Your attendees will appreciate not being sent out into the world with their name on their lapel, and the collected tags will help you track attendance. Consider the environment, and recycle the tags after recording their information.

Social Media Marketing

Social media offer several easy, effective, and free avenues to promote your Club and your Global Networking Night.

Encourage attendees to link their Facebook, LinkedIn, and Twitter profiles to their registration, which they can do before, during, and after the event to help them follow up with new connections and expand their Harvard Network.

For Twitter, use the hashtag #HarvardNetwork and your city or Club name to promote your event via Twitter. When attendees register with a Twitter handle, tweet them with thanks (e.g., Thanks for registering for the Los Angeles #HarvardNetwork event, @TwitterHandle! We look forward to seeing you!). Encourage attendees to tweet the event and keep up your Twitter stream during the event, sharing photos and anecdotes throughout the evening.

