

GLOBAL NETWORKING NIGHT

JANUARY 14, 2013

ORGANIZER TIPS

Registration Follow-up

Once you receive your list of registrants from the HAA, send a reminder email a few days prior to the event. Make sure to include all the event details and reiterate in the reminder that advance registration is not required, subject to capacity limits. (Reminder emails forwarded to friends and colleagues are a great recruitment tool). Twitter is another fun way to communicate with registrants (see Social Media Marketing at right).

Attendee Sign-in

Well-documented attendance is an important tool for building successful events in the future. 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 man the sheet 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.

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 additional options. 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.

Facebook

Create an event page and invite your local Club and/or SIG members to RSVP. Invite respondents to forward the invitation to local Harvard friends, classmates, and colleagues. Use the page to answer questions, share networking resources, start discussions, and refer attendees to the information and resources on alumni.harvard.edu/events/global-networking-night-january-2013. Encourage participants to share post-event comments and post and tag their photos.

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.

LinkedIn

Encourage invitees to join (or update their profiles on) LinkedIn in order to network with fellow alums before and after the event.



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