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Raising Awareness of the Internet of Green Things

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HOW TO PLAN A FESTIVAL TO RAISE AWARENESS



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Hello friends!

Are you thinking of hosting a festival to raise awareness? Do you want it to be huge, in a beautiful location, with companies and people from all around the area, with refreshments and beer, and all of this with no budget?

If so, then you've come to the right place. Now you may be saying, "Gee this all sounds really daunting, I'm not sure I can do it".

Well, never fear! We are here to help YOU. This packet will have a detailed timeline of what needs to be done and when to pull off this festival. The only thing missing is a positive attitude.



The IoTeam: Liam, Maria, Jeremy, Jordan, Andrea, Frederik

introduction

WHAT WE DID

This information is based on our experience hosting an internet of green things festival. The objective was to host a tech conference to raise public awareness of the green applications of the Internet of Things.

Our plan was to utilize green IoT startups to present their technology to university students in a networking environment. We invited 6 startups to set up booths and present their devices in interactive demos. We also had 3 presenters to give 30 minute talks about how their companies solved real world problems by utilizing IoT solutions.

We had about six weeks to plan the festival and no budget. We did not succeed in finding sponsorship, however we were able to find a free venue at the Danish Technical University (DTU) and the school was able to provide us with refreshments and beer for the event. In addition, we wanted the attendance of at least one C20 company, and as much media coverage as possible.

In parallel with planning logistics, we were assessing the effectiveness of the festival in raising awareness of IoT. To do this we were conducted pre event interviews and post event surveys to measure increase in knowledge, event satisfaction, and interest in the field of IoT.



Through this process we spent a lot of time figuring out how to research contact information for various stakeholders (e.g. companies, organizations, etc.), advertise to as large a network as possible, set up a multitude of meetings with participating startups and Logistics personnel, and altogether, overcame the obstacles involved in planning.

Here we would like to give all of that information to you in hopes that you can spend the time you'll save making your event bigger and better. Attached we have included a graphical timeline to give you a broad understanding of our planning process, scaled up to a four month breakdown of tasks and responsibilities pertaining to planning a festival (or any sort of event). Our timeline document will give your organizers detailed, step by step information about what each task is, why it is important, our recommendations, and when it should be completed. This will help you to ensure that you are not missing any important steps.

This information is intended lay the foundation of festival planning so that you can seamlessly get to the level we got to and spend the rest of the time growing the festival as much as you can. So please use this information as a reference but do not feel bound by it.



We now invite you to peruse at your leisure through the material we have bestowed upon you.

**Best of Luck,
WPloTeam 2017**

TIMELINE

for planning a festival to

RAISE AWARENESS

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week 1 & 2



- Select target audience and event objective
- Research possible startups to participate
- Create organizational spreadsheet for communication with startups
- Contact startups to gauge interest
- Research possible venue
- Research other events to attend



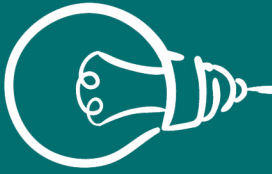
week 3 & 4

- Visit tentative venues
- Follow-up with startups and update spreadsheet accordingly
- Contact companies for sponsorship
- Begin designing website and flyers
- Draft a schedule for the event



week 5 & 6

- Book venue, set date and time
- Send confirmation email to participating startups
- Start promotional materials of participating startups
- Follow-up with sponsorship companies
- Update advertising materials
- Research and invite companies related to the event's topic to attend
- Email possible speakers to gauge interest in presenting



week 7 & 8

- Meet with participating startups and send follow-up email after meeting
- Schedule meetings and meet with speakers to coordinate presentations
- Follow-up with sponsorship, request refreshments
- Finalize website, advertising and schedule of events
- Research organizations relevant to target audience



week 9 & 10

- Create registration and check-in form
- Create Facebook event
- Advertise event to organizations relevant to target audience
- Research other similar events to attend to network and promote this event
- Research media sources to contact



week 11 & 12

- Write press-pitch and send to media sources
- Continue advertising to organizations relevant to target audience
- If possible, attend sites and events to distribute flyers and invite people to the event
- Start advertising on social media
- Follow-up with companies to continue the invitation process



week 13 & 14

- Follow-up with media sources
- Post social media details about the activities of the event
- Continue advertising to organizations relevant to target audience
- Coordinate general staff for event logistics



week 15 & 16

- Send reminder emails to venue, sponsors, participating startups, attending companies, media sources attending the event, caterers, general attendees, and presenters
- Continue posting on social media and general advertising



day of event

- Arrive three hours prior to set up the floor layout, put out refreshments and set up the registration area
- Welcome the participating startups and speakers as they arrive and help them set up.
- Make sure the event staff is at their designated areas during the event



weeks

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SELECT TARGET AUDIENCE AND EVENT OBJECTIVE

The necessary first step to properly plan a festival is to **select your target audience**. By identifying the audience in mind, you can make decisions that would be beneficial and more convenient to the targeted group and consequently, increase the chances of yielding high attendance.



In addition, to ensure that your organizers can design the event activities properly, **determine the objective of the event**. In addition to the question “what are you raising awareness about?,” you should consider the educational outcomes you want attendees to leave the event with. This can be organized in different ways, but we recommend the organizers to **compile a list of the outcomes you’d like to achieve**.

For situations where you’d like to analyze how effective the event was in raising awareness, we recommend that the organizers of your event **develop a set of criteria and indicators of success**. Even for events where you do not intend to analyze effectiveness, writing a more detailed explanation for the outcomes you’d like attendees to have will help your organizers to keep in the mind the overall point of hosting the festival.

RESEARCH POSSIBLE STARTUPS TO PARTICIPATE

While many people might feel the need to instantly start contacting startups, we recommend organizers to **research startups to invite as participants** as the first step. Research startups that would be relevant to the topic you’re raising awareness about.

To remain organized and to ensure that your organizers are well informed on the list of potential participating startups, **write down the name, location, and a brief description of each company**. Also, try to **include direct employee contacts for each startup**, found online or through your professional network. In general, the most applicable employees work in HR or Communications and/or Public Relations, however, for smaller startups, you may have to contact the co-founders instead.

CREATE ORGANIZATIONAL SPREADSHEET FOR COMMUNICATION WITH STARTUPS

In addition to the list of startups researched, your organizers should create a **contact spreadsheet that you will use to keep track of the contacting process**. This spreadsheet should include columns for:

- Startup name
- Name of the employee you are contacting
- Contact information (phone number, if available, and email)
- Form of communication used
- Did the employee respond?
- Was the employee was interested? (Yes, No, Maybe)
- If maybe. why ?
- If no , why?
- Comments

It is also recommended to create filtered views that will highlight the yes, no, and maybe responses as different colors for “Was the employee was interested?” column.

CONTACT STARTUPS TO GAUGE INTEREST

To eliminate inconsistent communication, the first step your organizers should complete before contacting the startups is to **write an email template for the email about gauging interest in participating in the event**.



Highlight or insert brackets in the sections that should be personalized (e.g. Hello, my name is [insert organizer’s name])

The email should include: brief description about your organizers and why you are planning the event, a description about the event, the tentative date, and why the company would be a good fit for the event (e.g. insert the brief description written when you researched the startups to invite).

We recommend the organizers to **call the startups** as the first means of communication. Phone calls enable your organizers to relay the same information as in the email, but to gain a better understanding of the interest the startup has in participating.

If someone is unavailable, send the email template and try calling again at another time. If someone is available, send them the email template (if they were interested) so that the information conveyed over the phone is given to them in written form, and add a sentence or two at the beginning of the email describing very briefly what was discussed over the phone.

NOTE: Startups can often be very quick to respond to opportunities like these. If your organizers receive responses, see weeks 3 & 4 for how to follow-up.

RESEARCH POSSIBLE VENUES

In order to host a festival, a crucial component to complete as early as possible in the planning process is to confirm a venue. To begin this step, **research possible venues** and organize them into a list with the contact information of the people you'll need to be in communication with.

Think about:

Budget: Ideally, find a venue that you can use for free. Even if you are given a small budget, trying to conserve your funds for other materials for the festival is important. If needed, seek sponsorship in parallel to gain funds for a venue. See Weeks 3 & 4 for how to contact companies for sponsorship.

Location: Your location should be a place that your target audience can easily commute to or in a location where a confluence of your target audience would be.

Date: Try to research or talk to your network to find out what events are happening in the city the event will be hosted in (which may still be tentative at this point) and around the date you intend to hold the event.

TIP: Watch out for holidays. This will influence your attendance.



Time: In addition to the date, it is important to consider the time in which the festival will run that will enable the most amount of people to attend.

Visit Options: Contact potential venues via phone and/or email. Once you receive a response, schedule meetings to visit each of the potential locations.

RESEARCH OTHER EVENTS TO ATTEND

Explore different events that are related to the objective of your festival to attend to get ideas to utilize in your festival OR events that would help your organizers learn about different planning strategies. These events can also be used as networking opportunities.

Type of events: social media/advertisement workshop, specific topic related event to gain more knowledgeable on the topic and look for advice





3 weeks &

VISIT TENTATIVE VENUES

Visit the tentative venues and pay close attention to how easy it was to get to the location and how crowded the area was. During your meeting (which should have been scheduled during the first two weeks), discuss what you will need for setting up and whether or not your organizers will have to rent anything from the venue, what your organizers are allowed to serve at the venue (refreshments, alcohol), what the best date and time would be to yield the most attendance, and other questions your organizers may have about the venue.



FOLLOW-UP WITH STARTUPS AND UPDATE SPREADSHEET ACCORDINGLY

For startups that did not reply:

This step is to follow-up with the employee you tried to contact. The best way to do this is to **follow-up via a phone call** because you can directly speak with someone and it helps to avoid “spamming” the employee’s email inbox.

For startups that have replied:

Yes or Maybe: For startups that have expressed interest in participating in the event, be sure to send a **follow-up email in a timely manner**. The content of the email will depend on the progress your organizers have made in terms of confirming venue logistics (venue, date, time), however, if a venue is not yet confirmed, communicate your excitement for the startup for their interest in participating, answer any questions they might have pertaining to the event and let them know that you will send a confirmation email once the venue is reserved. Note the status of interest and the reason the startup replied with a “maybe” response in the contact spreadsheet

No: For startups that did not express interest in participating in the event, thank them for their consideration. **Write the reason why the startup did not want to participate in the event in the contact spreadsheet.**

CONTACT COMPANIES FOR SPONSORSHIP

Even if you are given a budget, **seek sponsorship** from companies. The main objective of obtaining sponsorship is to **obtain additional funding** for your organizers to have.

Another benefit of gaining sponsorship is the opportunity to **utilize the company’s professional network**.

A company that wishes to sponsor an event may even collaborate on the event altogether, which may aid in obtaining a larger audience.

Write an email template about seeking sponsorship. Highlight or insert brackets in the sections that should be personalized (e.g. Hello, my name is [insert organizer’s name])

The email should include: brief description about your organizers and why you are planning the event, a description about the event, the tentative date and venue, and a reason why you are seeking sponsorship. You can allude to the fact that you are operating with little to no budget and would like to receive some assistance in funding, however, **the emphasis should be on why the sponsoring company would benefit from being a part of the event.**

We recommend the organizers to call the companies as the first means of communication. If someone is unavailable, send the email template and try calling again at another time. If someone is available, send them the email template (if they were interested) so that the information conveyed over the phone is given to them in written form, and add a sentence or two at the beginning of the email describing very briefly what was discussed over the phone.

BEGIN DESIGNING WEBSITE AND FLYERS

Website: In order for people to find out more information about your event, **design and publish a website**. Research different websites that enable you to build a website. Create a general framework of the website (without allowing access to the public). Before you can publish it, you should have a general idea of what the schedule of events will be at the festival.



TIP: Consider using www.wix.com. It is very user friendly when designing the webpage. Professionally you should pay to publish the link (of your preference) which should be something related to your event. On the website, consider adding pages for “About Us” to describe who is organizing the event, “Schedule” to show the schedule of activities, “Participants” to introduce the participating companies and startups as well as presenters (located in Weeks 5&6).

Flyers: In addition, in order to advertise the event, you'll need to **design flyers to distribute on social media or as paper copies.**



The flyers should include the date, time, and location of the event, who is hosting the event, what companies or organizations are sponsoring or working “in collaboration with” the event, and some description of what the event entails. We recommend your organizers to **make two different versions of flyers:**

1. Should look **professional and detailed** that you can send to companies and startups
2. Should stand out more and **capture the attention** of a person walking by the flyer.

For the “professional” flyer, include small phrases of what attendees will get out of attending the event. For the “stand out” flyer, only include the keywords of the phrases used in professional flyer. For example, the professional flyer might say “Come network with startups and companies” whereas the stand out flyer would only include the word “network.”

DRAFT A SCHEDULE FOR THE EVENT

Your organizers should **draft a schedule of events** that will take place at the festival. Consider having speakers present at the festival, how many you'd like to present and length of each presentation. We recommend having presentations



held during a time that attendees are not talking to the startups. This will enable all attendees and startups to listen to the presentations.

Additionally, consider including a period of the festival so that **EVERYONE** can network, including the startups that are participating.

TIP: Consider scheduling the presentations to be 10 minutes long so attendees stay engaged throughout the whole talk and startups do not stay without attendees for too long



9 weeks
& 6

BOOK VENUE, SET DATE AND TIME

Event logistics:

Discuss the venues you visited and **evaluate all the pros and cons of the place**. Take into consideration everything mentioned in Weeks 1&2 when researching for possible venues. The visit and the meeting with a representative of the area you plan to book should be taken into consideration if the pros and cons of the venues do not exemplify a clear choice.



NOTE: Remember what your target audience is, how easy is for them to get there, what time and for how long you would be able to book the venue, and very important make sure that there is nothing out of the ordinary going on the day or week you are interested on having your event. Make the decision and book the venue in the beginning of week 5.

NOTE: Advertising material should be updated including the **final date, time, and venue of the event**.

START PROMOTIONAL MATERIALS OF PARTICIPATING STARTUPS

If startups respond to your email right away including some of their multimedia tools (when working with startups this is possible) **start working** on the promotional materials of the participating startups.

If representatives do not send you any multimedia tool, ask for them in person during the meeting in Weeks 7&8.

The multimedia tools you may ask startups for include: videos, flyers, pamphlet with multimedia material.

It is important to start working on these promotional materials as soon as possible, so that you have them ready for when advertising of the event starts. **This videos will ideally be uploaded to the Facebook event and webpage.**

SEND CONFIRMATION EMAIL TO PARTICIPATING STARTUPS

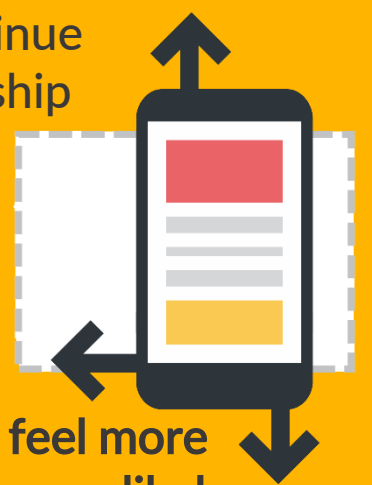
Several weeks have gone by, so it's time to follow up with the participating startups. By this time you should have a date, time, and venue for the event confirmed. **Send a follow up email to all participating startups** that were interested in participating to **confirm their availability**.

The email should include the following:

- 1. Confirmation for availability:** Selected date, time, and venue
- 2. Schedule a pre-event meeting** with them to take place within the next two weeks to discuss common interests in participation and logistics of the event. It is important both the organizers and companies' representatives understand each other to be satisfied with the outcome of the event.
- 3. Ask for multimedia** tools to create videos/promotional material to advertise the companies that are participating.

FOLLOW-UP WITH SPONSORSHIP COMPANIES

By this time it is important to continue contacting companies for sponsorship especially because **you already have a confirmed date, time, and venue**, which would make it easier for you to ask for refreshments knowing when you need them for. This would allow the **companies to feel more confident about your event and be more likely to provide sponsorship**.



The email should include:

- Invitation to attend
- "Would you be willing to provide some help with refreshments"

The companies that should be contacted correspond to

- Food companies
- Beer companies
- University cafeterias

UPDATE ADVERTISING MATERIALS

If by this time you have had luck with any **sponsorship** from a **company** include their **logo**, as well as in “**collaboration with**” **organizations** or **companies logos**.

If still in search of sponsorship leave **placeholder** for “Sponsored by” or “In Collaboration with”

RESEARCH AND INVITE COMPANIES RELATED TO THE EVENT’S TOPIC TO ATTEND

By this time, it is important to start inviting large companies to the event. Ideally you would need direct contacts on the companies so it is easier to contact. If not, contact HR or special activities representatives of that company.



Write template email and highlight or insert brackets in the sections that should be personalized (e.g. Hello, my name is [insert organizer’s name]):

- Invite them to present **and/or**
- Invite them to attend as guests.

In case of not receiving any email responses do the following:

- Contact by phone
- **Attend career fairs of universities** (ideally your advertisements or website should be ready enough to use) and talk to companies related to the topic of the event, inviting them to participate.

NOTE: The emphasis you should make is that the purpose of inviting them to participate or attend as guests is for **networking with all participants**. Engage students in attending and startups to network in search of investors for their companies.

EMAIL POSSIBLE SPEAKERS TO GAUGE INTEREST IN PRESENTING

If you are interested in having speakers present at your event, you should start searching for them at the beginning of the planning process, but start reaching out to them when the logistics of the event are settled regarding the venue and date. Some of the **speakers** could be **representatives from large companies** related to the topic of your event, a **co-founder of a participating startup** that has a unique point of view on the topic, or any **professional that is doing research** on the topic of the event.



TIP: Do not miss any opportunity. You may attend a presentation at any event you attend related to the topic since Day 1 of the event planning process, so **stay in touch** with any interesting person you meet in case you want to ask them to be a speaker at your event later on.

The background is a red-to-pink gradient. On the left, a white line forms a large, stylized 'A' shape. In the lower right, there are two large, white-outlined circles stacked vertically. The text 'weeks &' is centered in the upper half of the image.

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MEET WITH PARTICIPATING STARTUPS AND SEND FOLLOW-UP EMAIL AFTER MEETING

Before attending to the first meeting with a startup, **plan out a set of questions** each of the representatives you will be



meeting with. This could be formatted in the form of a semi-structured interview in which you discuss both the **startup's interest in participating as well as your own vision of what the event outcome should be.** The main purpose of this meeting is to **understand each other's' expectations and have all of the logistics planned accordingly for the day of the event.**

The conversation should include:

Company's interest in participating and what they expect to get out of participating, the space they need to set up, presentation materials they are bringing, how they are presenting, reminders to obtain multimedia tools, and reiterating how they relate to event topic.

Note: Many of these companies will not have experience with attending events with the purpose of raising awareness (mostly, they will have experience presenting at commercial conferences/events). It is important to clearly convey the purpose of hosting the event to the startups

TIP: Phone call is fine! (most of them will be very busy).

If presentations go over 30 minutes attendees will get uninterested and startups will spend too much time by themselves without having people to talk to. Consider holding the presentations in a designated period so that startups can also attend the speeches.

FOLLOW UP WITH SPONSORSHIP, REQUEST REFRESHMENTS

Requesting sponsorship from large companies can be a slow process. **Be patient!** It is important that you continue to reach out to companies throughout the whole process of planning the event.

TIP: If contacting large companies and receiving sponsorship in the past weeks has not been very successful, consider changing your pitch for the event. Consider that these kinds of companies are likely interested in networking with students so express this with a "network with your employees of the future" kind of statement when inviting them to attend and requesting refreshments. Also try talking to a professional with expertise in the area to get advice on how to approach these companies.



SCHEDULE MEETINGS AND MEET WITH SPEAKERS TO COORDINATE PRESENTATIONS

Once you have several options, decide which speakers fit best your needs. Start emailing them to gauge interest and schedule a meeting (a phone or video call) with them.

The **meeting should cover the main topic of the presentation and a brief description so you can advertise it before the event.** Also ask questions to fully understand how the topic relates to the event's theme. It is important to let them know that this should be a **20 minute presentation max** (because they will go over) to keep all attendees engaged for a short period of time and to maximize learning.

FINALIZE WEBSITE, ADVERTISING AND SCHEDULE OF EVENT

The website should be finalized including all event details, participating startups logos, organizers description, topics of the presentations, speakers' bios, tentative schedule. (sponsorship can be added later if still not obtained)

RESEARCH ORGANIZATIONS RELEVANT TO TARGET AUDIENCE

Advertising your event is one of the most important steps. The best way to begin advertising consists of doing **research about the organizations that possibly relate to the topic of the event.** If your target audience consists of students, for example, research for relevant student organizations in each of the universities of the city you are hosting the event.



It is easier to **keep record of the organizations in the form of a list or table.** This should contain: Organization name and contact information for each. **Create a coding system** that you can use to keep track of what form of contact (e.g. phone, email, in person) was completed for each organization.

NOTE: For example, for the Internet of Green Things Festival, we reached out to student, entrepreneurial, and environmental organizations.



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CREATE REGISTRATION AND CHECK-IN FORM

Create a registration form for people who intend on attending your event to complete before the event. Use this form to collect any data you'll want from your participants. This can include "how did you hear about this event" and other questions you may be interested in knowing.



Create a check-in form that all people who attend your event will complete. The check-in form will be utilized for the day of the event and ALL attendees will have to check-in. On the check-in, include a question asking if the attendee had pre-registered. Those who haven't will have to fill out the same registration questions you used in the registration form.

CREATE FACEBOOK EVENT

Make a Facebook event so that you can utilize the event page to gauge the amount of people interested in attending the event, enable your organizers to give updates, include descriptions about the event and links to the website and registration, and so that your organizers can advertise the event by sharing the event page's link.

TIP: Try to keep the event's Facebook page updated. You should aim to post at least once a week to keep the attendees interested and informed about the event. You can use the page to post promotional videos about the participating companies, news articles related to the event...

ADVERTISE EVENT TO ORGANIZATIONS RELEVANT TO TARGET AUDIENCE

A lot of your focus for these two weeks should be to **advertise to organizations** that were researched previously. Your organizers should utilize the advertising tools you developed (website, flyers, Facebook event page). Using the list of organizations researched, you should first **call the contact** of the organization if available. This will enable you to be more personal in your invitation and to answer any questions they have. After speaking with someone on the phone, follow-up with an email detailing the information you communicated over the phone.

If a phone number is not available, you should email the organization, if available. **Create an email template to invite organizations and categorize the templates for each type of organization.**

For example, an email sent to student organizations should cater to the interest of students whereas an email to an entrepreneurial organization should focus more on the aspects that an entrepreneur would benefit from at your event).

If these two latter forms of contact information are unavailable, use the alternative form you identified during your research. Once you contact an organization, highlight the contact utilized with a color that coordinates to the form of contact. For example, if you are able to contact an organization via the phone, highlight the phone number in blue (do the same for all organizations you contact via the phone), and once the follow-up email is sent, highlight the email address in green (do the same for all emails sent to the different organizations). This highlighting system will enable your organizers to identify what form of contact was utilized and will enable you to remain more organized.

RESEARCH OTHER SIMILAR EVENTS TO ATTEND TO NETWORK AND PROMOTE THIS EVENT

We recommend your organizers to **research other similar events** to attend to network and promote your event. These should be events that capture a large portion of your target audience

RESEARCH MEDIA SOURCES TO CONTACT

Since your event is raising awareness on some topic, it is probably interesting enough for some media sources to write about. **Research media sources** in the local area of your event including newspapers, television stations, magazines, and blogs.



Write down the name of the source, its website, and any contact information you can find for a journalist or editor. If these cannot be found, write down the phone number and email of the media source contact.

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WRITE PRESS PITCH AND SEND TO MEDIA SOURCES

Before contacting media sources researched in the previous weeks, **write a press pitch**. Our team attended an event in which Jakob Hessellund (2017) from Kemp & Kjær discussed public relations in the cleantech industry, including how to write a Press pitch to gain media coverage. He advised structuring the pitch by having a **headline, a sub-heading, an introduction that extended the information in the sub-heading, a quote from you, a quote from your client, and as a bonus, a quote from experts**. In terms of content, try to think outside of the box in how your story could be interesting for a journalist/blogger to write about. The point of the press pitch is to essentially write the story of your team and the event you're holding for the journalist/blogger to build onto.



Once the press pitch is written, it is time to **contact media sources** using the contact information found during your previous research. We recommend writing down (or memorizing) a verbal pitch that explains why you are calling, summarizing the objective for your festival, and that your organizers believe it would be an interesting article to write. Ask the person if they have time to discuss your event to initiate the opportunity to continue on the conversation. A lot of the times, many journalists are busy and do not have spare time to listen to a story they may not even consider writing about, so if they cannot carry out a long conversation via the phone, follow-up via email with the press pitch and a brief description about what you discussed on the phone (even as simple as "I just spoke with you on the phone about a festival I am hosting about...").

If the journalist/blogger you are trying to contact via phone is unavailable, send an email with the press pitch and a brief description of who you and your organizers are and the event you are hosting.

CONTINUE ADVERTISING TO ORGANIZATIONS RELEVANT TO TARGET AUDIENCE

Although you may have already advertised your event to a majority of the list of organizations previously researched, this is a **crucial component to obtain high attendance**.

If you need to, **research even more organizations** that may not be directly related but may still find the topic of your event interesting. You should also follow-up with organizations that have a large network of people if they have not responded yet.

ATTEND SITES AND EVENTS TO DISTRIBUTE FLYERS AND INVITE PEOPLE TO THE EVENT

We recommend your organizers to attend other similar events to network and promote your event. Ensure that you are able to advertise your event at the events you attend. In addition to handing out advertising materials, you should **network with people at the event to promote your event and possibly get recommendations on other organizations to advertise to**.

START ADVERTISING ON SOCIAL MEDIA

You should begin to **advertise on the Facebook event page** and, if the event is accessible to your organizers' network, each organizer should advertise the event on their personal social media accounts. These posts should be used to attract more people onto the Facebook event page, highlighting the most attractive aspects of the event (e.g. a well known company giving a presentation).



FOLLOW UP WITH COMPANIES TO CONTINUE INVITATION PROCESS

You should follow-up with companies that you invited as guests, if they have yet to respond. Try contacting the company via phone to avoid "spamming" their email inbox, however, if you organizers sent an email a few weeks prior, it is acceptable to send another email. Provide any updates you have about the event (new startup participating, speakers, etc.).



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FOLLOW-UP WITH MEDIA SOURCES TIME

You should follow up with the media sources you have been in contact with or those who have been unavailable and have not responded. Ideally, try to confirm a few sources to develop stories before, during and after the event. Invite the journalists/bloggers to attend the festival as guests to partake in the activities and to interview your organizers.



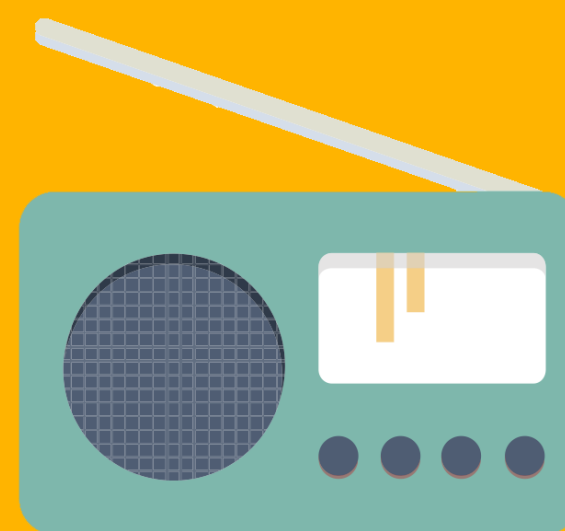
POST SOCIAL MEDIA DETAILS ABOUT THE ACTIVITIES OF THE EVENT

Your efforts on the Facebook event page should continue, but for these two weeks, post content detailing the activities taking part at the event. We recommend posting details about the speakers, the companies, and other activities during the festival. These can continue to interest more people in attending and will inform people who are already planning on attending about the full details of those presenting at the event.



CONTINUE ADVERTISING TO ORGANIZATIONS RELEVANT TO TARGET AUDIENCE

In addition to continuing your advertising efforts to organizations, request your friends, colleagues and the new networks your organizers have made through advertising to promote the event to their respective networks. Follow-up with organizations with large networks that have not responded to your organizers (if this is the second time following up, try contacting different members of the network).



weeks

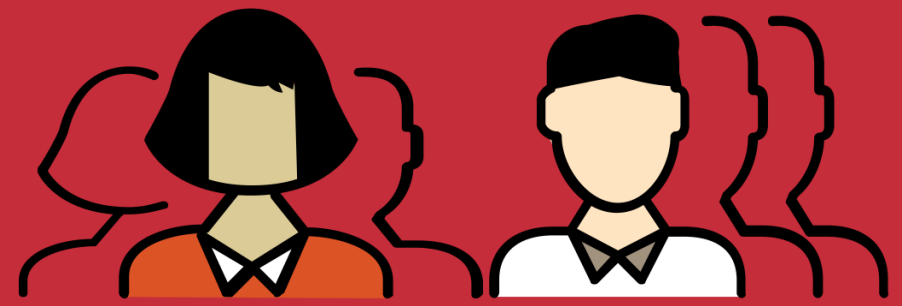
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COORDINATE GENERAL STAFF FOR EVENT LOGISTICS

Coordinate general staff to maintain the event logistics at the event. These logistics include: check-in at the entrance of the event, photography, serving/maintaining refreshments, setup, and check-out*. The number of staff per duty will vary on the expected size of the event (number of attendance).

* *Check-out will depend on whether or not your organizers wish to administer a survey or carry out any other kind of activity with attendees as they leave the event.*



SEND REMINDER EMAILS

Since you are two weeks away from the festival, start drafting and sending reminder and excitement emails a week before the event (week 16). The email should be sent to people pertaining to the following aspects of the event: **venue, sponsors, participating startups, presenters, attending companies, media sources attending the event, caterers, general attendees.**

TIP: consider sending some instructions regarding arrival time and start time to participating startups so they are very clear with respect to how everything is going to work, and send a reminder of presentation times for speakers.



CONTINUE POSTING ON SOCIAL MEDIA AND GENERAL ADVERTISING

Post on social media final reminders and special features so attendees get excited about the event. These can be countdowns, final reminders of the opportunities the experience might offer, and things that convince those who are “maybe going” to attend.



DAY OF THE
EVENT



AFTER THE
EVENT



DAY OF THE EVENT

- Arrive three hours prior to set up the floor layout, put out refreshments and set up the registration area.
- Welcome the participating startups and speakers as they arrive and help them set up. Designate one person to make sure they have everything they need. Go around and talk to the representatives whenever you feel they are not very busy to check on their satisfaction or if they need anything.
- Make sure the event staff is at their designated areas and that every member of the staff is aware of his or her responsibilities during the event
- Designate two or more (depending on the size of the event) members of the staff to be present at all times on the main floor to help with any unplanned situation that occurs.

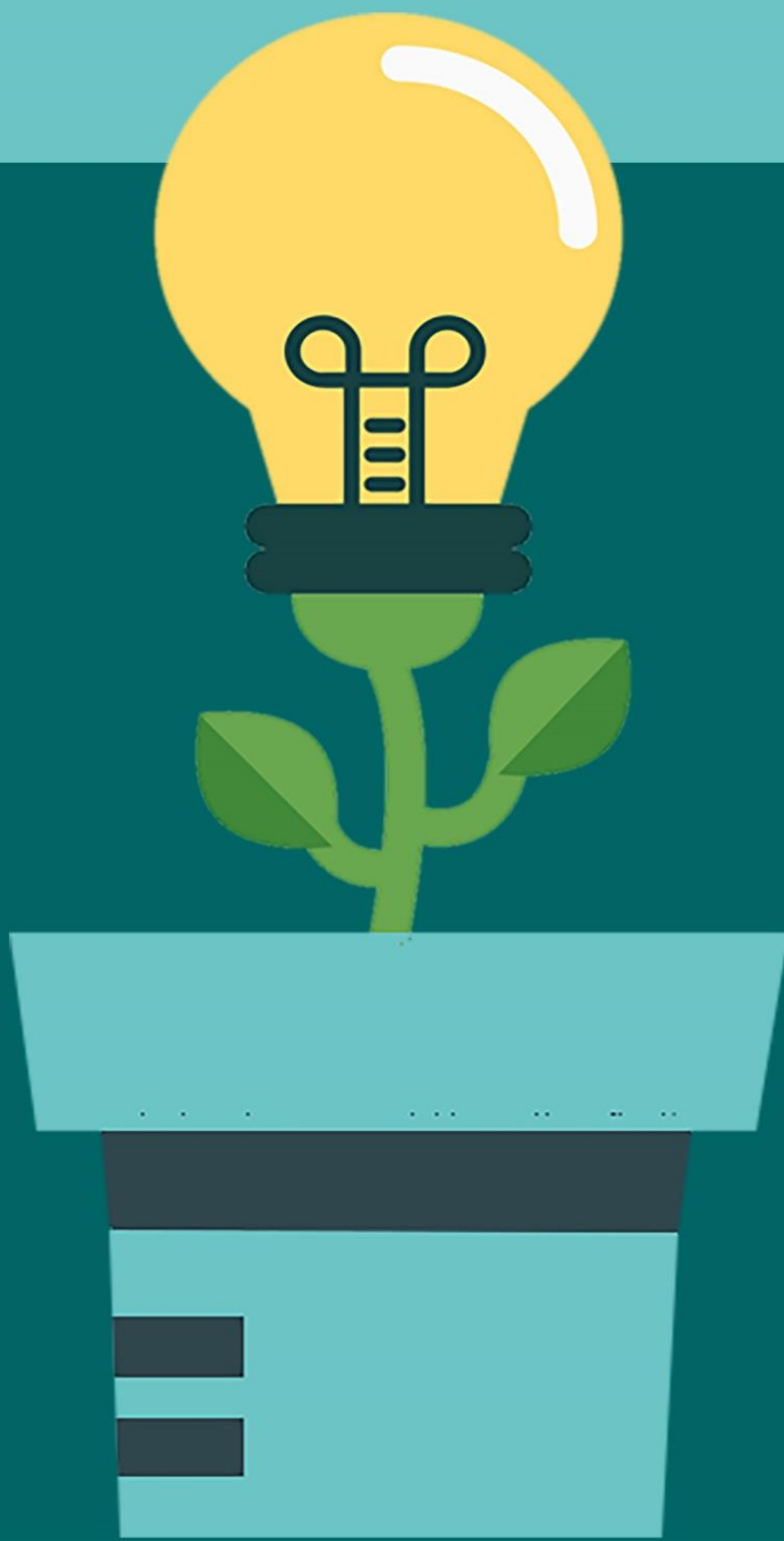


AFTER THE EVENT

- Schedule 10 minute phone or skype calls with participating companies to receive positive feedback and recommendations for improvement.
- Send final a thank you note to all participants and parts involved in the planning and execution of the event.

If you've made it to this page, we'll assume you've successfully hosted your event (or you read ahead). **CONGRATULATIONS!**

Hosting an event is a lot of work, so you should be very proud of your accomplishment!



Credits:

powered by



Authors:



Jeremy has a lot of business experience through managing the marketing team of a student-run company and marketing for a medical device company in addition to knowledge of energy saving power systems.

Andrea has experience coordinating “#beAware” events through the Global Humanitarian Alliance by building a network with other organizations to present, similarly to Ted Talks, global scale topics and issues to the WPI community.

Jordan has worked on many robotics projects, and is familiar with the many layers required for the Internet of Things, including hardware, software, network infrastructure, and security.

Maria has worked on embedded systems laboratories, one of the core concepts behind IoT solutions and has previous experience in organizing academic conferences for the American Institute of Aeronautics and Astronautics.

Liam has management and leadership experience as well as exposure to aspiring green technology due to his employment and research background.