

Compiling event details

Send details about your event to the events staff (Paul Bendel paul@metroplextbc.org and Taylor Lopez taylor@metroplextbc.org). Include where, when, cost. If there are specific instructions about parking or entry to the venue, include those.

Try to create a hook with your title that is short and speaks to what the audience would like to hear. Add three sentences about what topics will be covered in the presentation. It's better to be short and snappy.

For your presenter, have a short title and/or why they are qualified to speak. Supply a **headshot**—professional is better than standing in front of a white wall with a selfie. If they will supply a 30-60 second **commercial** about what they plan to discuss on YouTube, you get hero points. If not, see if they have a **previous presentation** available on YouTube.

Ask the presenter to supply their PowerPoint presentation and all materials (such as videos) the day before the event. Though they may look great on their own computer, we use our own and need to weed out any A/V difficulties before the event.

What you can do to promote your event

Based on the information you supply to the events team, a web page will be created for the event, along with a short promo to be used in the weekly calendar.

- 1) When you receive the **weekly email calendar**, forward it to your personal network of contacts pointing out your event and letting them know you will be there to welcome them. Urge your committee members to do the same.
- 2) Watch for a **tweet** to come from the Tech Titans Twitter account. Retweet to your own network. Or create your own posting on your own account. If you haven't seen something and would like to, create your own Twitter posting and tag Tech Titans in it. We're alerted and will retweet your tweet.
- 3) **LinkedIn**—feel free to post on the Tech Titans LinkedIn group page. Submissions must be approved, but your event will receive more viability and brand recognition if you post yourself.

During the event

Make sure copies of your one-page information sheet are available at check in. Have a fishbowl to collect business cards to add their information to your mail list (particularly those who may be guests of others). Have a sign on the bowl to mention that they will be added to the mail list to comply with CAN-SPAM laws.

Live tweeting with valuable take aways from the event are helpful. Tag Tech Titans and we'll retweet some of them. Use a hashtag for your forum that works in the industry **#analytics #bigdata #iot #cloud #cybersecurity**

Take a **camera** and get a few shots of the presenter with your tri-chairs, speaking at the podium and conversing with attendees. Also get candid (ie, groups of people smiling at the camera). Send photos to Amy Alexander in Communications amy@metroplextbc.org to post on the Tech Titans Facebook page. We can link those to the website as well. After the photos are posted, tag people from your network in the photos. They will like the visibility and it will show up in their news feed, thus promoting your event to their network.

For particularly dense or popular topics, the MTBC has a **video camera** and tripod where you can record the presentation. We can't always guarantee to have staff to record, but, let your staff rep know to bring the camera, and you can get your turn at recording. Return the camera and someone on staff will upload the presentation to YouTube for promotion on social media and your web page.

Post event

For events or efforts that you feel are particularly news worthy, you can write a newsletter article for inclusion in the weekly Tech Titans newsletter. Submissions will be edited, and photos from the event are a plus. Contact Amy Alexander in Communications for submission at amy@metroplextbc.org

Blog posts

If you have connections and/or committee members who are versed in a topic, we'd love to include their submissions in the Tech Titans blog and in the newsletter. For guidance about submissions, visit the website at metroplextbc.org/pages/GuestWriter



Questions?

Contact Amy Alexander in Communications at amy@metroplextbc.org or 972-792-2862. Your help is sincerely appreciated!