

## **Harvard Alumni Association Global Networking Night (GNN) Overview**

### ***How it works:***

- Agree to host Global Networking Night on **Wednesday, January 11, 2017**.
- Select a point person in your Club or SIG to coordinate the event and ask that person to identify a local establishment at which to host the event. SIGs are requested to have a representative at all events they co-sponsor with Clubs.
- Fill out the GNN [sign-up form](#). The form requests the following information: contact name, time of the event, venue name, address, and capacity, and the age minimum (if applicable). Please also include information and the proximate event link on your Club or SIG website.
- The HAA will create a website and online registration form using [Proximate](#). Beginning in late November and early December, we will email you the links and marketing text for use in your communications for the event.
- Starting in early December, the HAA will begin to market the January Global Networking Night to all alumni; there will also be separate targeted emails sent to alumni living in areas where there are confirmed events, as well as to students and recent graduates. This January our targeted email marketing will not have location-specific information. If your Club or SIG has met the December 1 deadline, alumni in areas where a Global Networking Night is hosted will receive multiple emails that will link to the GNN directory. We encourage Clubs and SIGs to also market the event to their membership. Besides HAA eVENTS, the HAA will be sending out emails the weeks of December 1, December 23, and January 4.
- We will also provide suggested color coding to identify attendee career fields and fields of interest, and a sign-in sheet template for all attendees. In addition, the HAA will send the Club or SIG contact a hosting “tips sheet” with some helpful guidelines around holding a successful event, and ideas to customize your event with icebreakers, speed networking, etc..
- Event participants may elect to share their name, LinkedIn, Facebook, and Twitter profiles with other self-selecting attendees of their local GNN prior to January 11 using the [Proximate](#) registration system.
- This event is open to Harvard students and alumni. No recruiters or external companies please.
- Event attendance is **FREE**; food and beverage may be available for purchase at the event (depending on the Club or SIG’s selected venue), and participants are responsible for the costs of their own food and beverage.

### ***HAA Support:***

The HAA provides the following support for GNN:

- Facilitates registration, providing registration list access to Club and SIG hosts in advance of GNN.
- Facilitates pre-and post-event social media connection among attendees of a given GNN location.
- Develops marketing text and event websites as well as social media marketing. Marketing text and website details are shared with Clubs and SIGs to utilize for their local marketing efforts.
- Facilitates co-sponsorship between Clubs and SIGs.
- Creates electronic GNN event signage for Clubs and SIGs to utilize.