



## **SIG MEETUPS**

### *Frequently Asked Questions*

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#### **GENERAL INFORMATION:**

**1. What is a SIG Meetup?**

- SIG Meetups are annual, SIG-hosted gatherings held on Harvard Alumni Day. They are a fantastic opportunity for SIGs to connect with alumni, recruit new members and volunteers, and promote their organization to the broader alumni community.

**2. When and where will SIG Meetups 2025 take place?**

- SIG Meetups will be held on **Friday, June 6, 2025, from 3:00-5:00 p.m. ET**. SIGs can choose to host their event on campus or secure their own venue near Harvard Yard.
- If a SIG reserves its own space, it may adjust the start and end times within the 3:00–5:00 p.m. window. However, we recommend utilizing the full two-hour timeframe for the best experience.

**3. Why was SIG Meetups moved from the Saturday of Harvard College Reunions to Harvard Alumni Day?**

- SIG Meetups used to be held on the Saturday of Harvard College Reunions. Harvard Alumni Day is sandwiched between the various class reunions days. Moving SIG Meetups to Friday aligns them with both celebrations, increasing visibility and engagement by allowing SIGs to connect with a larger audience of alumni convening on campus for the various festivities.

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#### **PARTICIPATION & REGISTRATION:**

**4. What are the requirements for hosting a SIG Meetup?**

- At least one SIG volunteer leader must commit to being present at the SIG Meetup and for the entire duration. SIG Meetups must be open to all alumni.

**5. Where can we host our SIG Meetup?**

- HAA-provided classroom space or a separately arranged venue. If requesting HAA space, this must be indicated on the registration form. If securing your own venue, it should be near to Harvard Yard. Some SIGs arrange on-campus space through partnerships with student groups or affiliated centers, while others opt for nearby off-campus locations within walking distance.

**6. When will we receive confirmation of our event location if using HAA-provided classroom space?**

- While the HAA will make every effort to inform SIGs of their confirmed meetup location as soon as possible, those using HAA-provided space can expect to receive location details by early May, if not sooner.

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## MARKETING & PROMOTION:

### 7. How can we best market our SIG Meetup?

- Each SIG is responsible for promoting its Meetup to its alumni community. SIGs should actively promote their event through their website, newsletters, and social media channels. In addition to engaging their own alumni network, SIGs are encouraged to reach out to [this year's reunioning classes](#) in their community, as many alumni will be returning to campus for their Reunions celebration.
- In addition to marketing your SIG Meetup, the HAA will promote SIG Meetups through:
  - **Harvard Alumni Day Website:** All SIG Meetups will be featured on the Harvard Alumni Day website.
  - **Social Media Marketing:** SIG Meetups will be highlighted to all alumni and reunioning alumni across HAA's social media channels.
  - **Targeted Emails:** Alumni will receive direct communications about the SIG Meetups, encouraging them to explore and participate in your events.

### 8. What marketing resources are available?

- The HAA provides a Harvard Alumni Day [promotional toolkit](#) for participating SIGs. This resource includes logos, images, banners, and social media captions.

### 9. How should I market the SIG Meetup on my website?

- SIGs are strongly encouraged to create an events page describing the event. It is helpful to link to [Harvard Alumni Day](#) and the [SIG Meetup page](#) for additional information.

### 10. Do I need to create an RSVP page?

- No, an RSVP page is not required. Some SIGs choose to use one to track registration, but there is no official registration for SIG Meetups. These gatherings are open to all alumni and are designed to be flexible—participants may come and go or attend multiple meetups based on their interests.

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## EVENT LOGISTICS & GUIDELINES:

### 11. What should we expect at a SIG Meetup?

- SIG Meetups can range from informal networking to more structured gatherings. Regardless of the format, be sure to take time to highlight the SIG's mission, upcoming events, volunteer opportunities, and future goals.

- SIGs are encouraged to collect contact information of interested alumni to follow up with them after the meetup, welcome them to the SIG, and add them to your mailing list.

**12. What are the guidelines for HAA-provided space?**

- Food and beverages are not permitted in HAA-provided classroom spaces. Additionally, these spaces do not include A/V capabilities and A/V spaces cannot be requested. If for some reason A/V is available, staff will not be able to provide technical support.

**13. What time should our volunteers arrive?**

- SIG Meetup volunteers should arrive well before 3:00 p.m. ET to set up materials and welcome attendees. HAA-provided space will be available for setup starting at 2:00 p.m. ET.

**14. How do I arrive if I did not register for Harvard Alumni Day?**

- SIG Meetup hosts can enter campus by informing staff that they are there for a SIG Meetup. Staff will have a list of registered hosts to facilitate entry into Harvard Yard.
- Alumni who are not participating in Reunions or other Harvard Alumni Day activities only need to inform Harvard staff that they are attending SIG Meetups upon arrival.

**15. Is there a map of campus I can use?**

- To help navigate the Harvard campus, we've included a link to a [searchable campus map](#).

**16. Are there any additional guidelines to be aware of?**

- For all visitors to campus, including alumni, please review the [general guidelines](#) for attending Harvard-sponsored events and gatherings. Please share this information with attendees prior to the event.

**17. Who should I contact if I have questions about SIG Meetups?**

- Please contact [clubs@harvard.edu](mailto:clubs@harvard.edu). Your email will be directed to the staff lead for SIG Meetups.