



# SIG Showcase

## Discover. Connect. Engage.

SIG Showcase virtually connects Shared Interest Groups with alumni across the globe, providing each group a dedicated platform to share their mission, highlight activities, and demonstrate meaningful ways for alumni to get involved.

### Open to All Alumni

Attendees can explore as many sessions as they'd like, discovering SIGs that align with their interests.

### Showcase Your Impact

This is your opportunity to demonstrate your group's achievements and expand your network of engaged alumni.

### Build Connections

Connect directly with alumni who are eager to contribute their time, expertise, and enthusiasm to your mission.

# Roles & Responsibilities

## HAA's Role



- Execute comprehensive mass marketing campaign
- Provide professional branding and marketing resources for your promotion
- Feature your events on HAA platforms and communications
- Deliver ongoing promotional support

## SIG's Role



- Select your preferred event date and time
- Plan and market your virtual showcase
- Manage your Zoom session on event day
- Follow up promptly with interested alumni to convert engagement into involvement

# SIG Showcase Best Practices

Make your session memorable and maximize engagement with these proven strategies for hosting a successful showcase.

## Keep It Concise

Limit your session to 45 minutes or less to maintain energy.

## Manage as a Team

Have at least two representatives from your group share hosting responsibilities.

## Capture Leads

Have interested alumni register with their name, class year, location, and email address for effective follow-up.

## Show Clear Pathways

Share specific, actionable ways alumni can get involved.

## Highlight Your Strengths

Emphasize your mission, impact, and what makes your group unique.

## Engage with Stories

Present compelling stories, visuals, or brief presentations that bring your work to life.

## Volunteer Feedback from 2025:

“[Our SIG Showcase went] VERY well. We actually had different people attend than from our usual newsletter crowd. Please repeat this showcase again next year!”

[Register Your SIG Today](#)

**Shared  
Interest  
Group**



**Showcase**

For more information, please visit the Officers  
Lounge or contact Dia Combas  
([dia\\_combas@harvard.edu](mailto:dia_combas@harvard.edu))