



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](#)



For more information, please visit the [Officers Lounge](#) or contact Dia Combas (dia_combas@harvard.edu)