



# Event Planning Guide

**Higher Education**  
**December**  
**2016**



# Event Connections

## Peer Networking



**A to A Networking:** One peer group connecting with one another

All Alumni

Pre-Reunion

Parent Meetups

Day of Giving

Industry

Graduation Years

Geography

Majors

In **Control Center:** Create the following templates/events using the “Peer Networking” Event Type



# First Generation Alumni Networking



# First Generation Alumni Networking

## EPH CONNECT: WILLIAMS FIRST GEN

Dec 07, 2016 12:00 PM to 01:00 PM Eastern Standard Time

[Add to Calendar](#)

### WELCOME:

Chats will begin in

**04** **22** **20**  
DAYS HRS MINS

#### Multi-Chat

Exercise our multi-chat option to increase the number of potential connections you can make during this event!

#### Between Conversations

Need to regroup between conversations? Just click DECLINE when you hear the "ding" that a new networking partner is available, and ACCEPT when you're ready to engage.

#### Support

Connection issues? Contact technical support at [support.brazenconnect.com](mailto:support.brazenconnect.com).

## LOBBY

[Tips and Questions](#)



Chats will take place in the booths below. Prepare to chat by browsing their content. Booths may be updated or changed before chats begin, so check back often.



### Tips for Tapping into the Alumni Network

Many alumni and students can point to other Ephs who took a chance on them, provided career advice or a referral, or simply offered encouragement during a job search. Share strategies on how to find and make initial contacts, maintain those relationships and (most important) pay it forward when someone reaches out to you.

[Enter](#)



### Managing Expectations: Family, Friends and (oh yes) Your Own

Being the first in anything is never easy. It can be challenging to make important decisions about majors, finances and jobs - and then have to explain or justify them to the people who mean the most to you. Talk to other Ephs who've navigated similar conversations; taking a reality check may be easier than you

[Enter](#)



### The Experience of Being First Gen Beyond the Purple Bubble

Transitioning to the "real world" of work or grad school can be daunting to the most confident Eph. As a First Gen, you may be the first person in your family to pursue a certain career path. Whether you're just starting out or further along your life's journey, here's your chance to learn how others have done it

[Enter](#)

**Sharing how to make the most of alumni experience**



# Alumni Networking



## LINKUP WITH UMUC ALUMNI

Tap into the Power of YOUR LinkedIn Network

December 8, 2016  
12:00 PM to 1:00 PM (EST)

REGISTER

## ABOUT

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Tap into the Power of YOUR LinkedIn Network!

This is your all-access pass to connect with your UMUC community from your city and around the world! Join fellow alumni to share your experiences, exchange career tips and build your professional network.

**Come build real relationships and connections in a purposeful, exciting way.**

It's **free**, it's **fun** and **easy** to participate in!

### How it Works:

Online networking enables you to speed-network no matter where you are in the world. You can use sign in from your home, office, local library, smartphone or tablet. The chats are text-based and timed, allowing you to make connections, exchange contact information, and end the hour with several new connections you didn't have before. After the chats, add your new contacts to your network by inviting them to connect with you or following up via email.

A transcript of your conversations will be saved for you to access after each event, so you can look back at your chat history, review your notes, gather contact information and follow up!

# Alumni Networking

## LOBBY

[Tips and Questions](#)

Chats will take place in the booths below. Prepare to chat by browsing their content. Booths may be updated or changed before chats begin, so check back often.



Business

### Business Professionals

Enter this room to live chat with Business professionals including fellow alumni and UMUC faculty.

Enter



Cyber & IT

### Cyber & IT Professionals

Enter this room to live chat with Cyber & IT professionals including fellow alumni and UMUC faculty.

Enter



Liberal Arts,  
Marketing &  
Communications

### Liberal Arts, Marketing/Communications Professionals

Enter this room to live chat with Liberal Arts, Marketing & Comm. professionals including fellow alumni and UMUC faculty.

Enter



Education

### Education Professionals

Enter this room to live chat with Education professionals including fellow alumni and UMUC faculty.

Enter



Public Safety

### Public Safety Professionals

Enter this room to live chat with Public Safety professionals including fellow alumni and UMUC faculty.

Enter



Health & Sciences

### Health & Sciences Professionals

Enter this room to live chat with Health & Sciences professionals including fellow alumni and UMUC faculty.

Enter

**All alumni event focused on expanding LinkedIn network**



# All Alumni Networking



ROBERT H. SMITH  
SCHOOL OF BUSINESS

## SMITH ALUMNI MEETUP MONDAY (DECEMBER)

December 5, 2016 12:00 PM to 1:00 PM Eastern Standard Time (EST)

[REGISTER NOW](#)



# All Alumni Networking

## SMITH ALUMNI MEETUP MONDAY (DECEMBER)

Dec 05, 2016 12:00 PM to 01:00 PM Eastern Standard Time

[Add to Calendar](#)

### WELCOME:

Chats will begin in

**02** **22** **21**  
DAYS HRS MINS

### Instructions

Connecting with alumni in a Brazen chat is easy!

1. Enter booth of your choosing
2. Make sure you are available to receive new chats
3. Click the green button to chat!

## LOBBY

[Tips and Questions](#)



Chats will take place in the booths below. Prepare to chat by browsing their content. Booths may be updated or changed before chats begin, so check back often.



### Entrepreneurship

Enter here to connect with Smith entrepreneurs!

Enter



### IT, Communications, Info Systems, Data Analytics

Enter to connect with Smith professionals in the IT, communications and data analytics field!

Enter



### Finance & Accounting

Enter to connect with Smith finance & accounting professionals!

Enter



### General Business

Enter to connect with Smith business professionals!

Enter



### Consulting

Enter here to connect with Smith consulting professionals!

Enter



### Marketing

Enter to connect with Smith marketing professionals!

Enter

**Graduate business school alumni networking broken down by popular topics**

# Alumni Networking



## INDUSTRY ONLINE NETWORKING HOUR

Connect with fellow Spartans from your phone or computer!

December 7, 2016  
12:00 PM to 1:00 PM (PST)

REGISTER

## ABOUT

### ABOUT THIS EVENT

Spartans are everywhere! **Join us on Wednesday, December 7 from 12-1 p.m. PT and connect with San Jose State University alumni from across the country during this exciting speed-networking forum.** This virtual experience will allow you to easily build your professional network, exchange career tips, share your experiences and enjoy Spartan camaraderie. It's free, fun and accomplished in only an hour. You can join anytime, anywhere!

### HOW TO PARTICIPATE

1. Register now for the event and receive login details via email.
2. Login at 12 p.m. PT (or at any point during the event) and select an industry cluster where you'd like to network. You may visit more than one cluster during the event. Don't see your industry? Join the "Wildcard" group to meet alumni from a variety of different backgrounds! Clusters include:
  - o **Biotechnology, Pharmaceutical, Healthcare Services**
  - o **Business, Finance, Accounting, Economics**
  - o **Education, Nonprofit, Social Services, Public Policy, Law, Government**
  - o **Engineering, Information Technology**
  - o **Marketing, Media, Communications, Arts**
  - o **Wildcard - Don't see your industry cluster? Join the "Wildcard" booth to meet alumni from many different industries!**
3. Click the green button to chat, so that your status reads "waiting to chat." You'll be randomly paired with a participant for an 8-minute text-based chat in a no-pressure environment. \*Green button will appear at the start of the event.
4. After 8 minutes, you'll be automatically connected to another attendee. Before you are connected, you will be given time to take notes on the previous connection for follow-up and future reference. You will continue to be matched with other alumni throughout the hour or until you leave the event.
5. After the event, you can revisit the event dashboard to view your connections, chat transcripts, and follow-up notes. If you wish, connect with your new contacts on LinkedIn!

### A FEW CONVERSATION STARTERS

- What do you do professionally or what opportunities are you looking for?
- Could I ask for your advice on \_\_\_\_?

# Alumni Networking

INDUSTRY ONLINE NETWORKING HOUR Connect with fellow Spartans from your phone or computer!

Dec 07, 2016 03:00 PM to 04:00 PM Eastern Standard Time

[Add to Calendar](#)

WELCOME:

Chats will begin in

05 01 17  
DAYS HOUR MINS

## Spartan Success Series

Industry Online Networking Hour is part of the Spartan Success Series hosted by the SJSU Alumni Association. Check out more events at: [sjsualumni.com/events](http://sjsualumni.com/events)

## Alumni Career Mentors

Are you interested in sharing your knowledge, advice and expertise with students at an on-campus workshop or virtual event? Complete this short form indicating your interest at: <http://bit.ly/sjsualumnivolunteer>

## LOBBY

[Tips and Questions](#)



Chats will take place in the booths below. Prepare to chat by browsing their content. Booths may be updated or changed before chats begin, so check back often.



### Biotechnology, Pharmaceutical, Healthcare Services

Enter this booth to begin your online networking chat with Spartans interested in Biotechnology, Pharmaceutical, and Healthcare Services!

Enter



### Business, Finance, Accounting, Economics

Enter this booth to begin your online networking chat with Spartans interested in Business, Finance, Accounting, Economics!

Enter



### Education, Nonprofit, Social Services, Public Policy, Law, Government

Enter this booth to begin your online networking chat with Spartans interested in Education, Nonprofit, Social Services, Public Policy, Law, and Government!

Enter



### Engineering, Information Technology

Enter this booth to begin your online networking chat with Spartans interested in Engineering and Information Technology!

Enter



### Marketing, Media, Communications, Arts

Enter this booth to begin your online networking chat with Spartans interested in Marketing, Media, Communications, and the Arts!

Enter



### Wildcard - Meet alumni from different industries!

Enter this booth to begin your online networking chat with Spartans from different industries!

Enter

Industry specific alumni networking



# Niche Networking



## TARTAN NETWORKING HOUR: STARTUP CMU

November 15, 2016 12:00 PM to 1:00 PM Eastern Standard Time (EST)

[REGISTER NOW](#)

# Niche Networking

Building Your Startup Team

⚙️ SETTINGS

📄 CONTENT

Legal Topics

⚙️ SETTINGS

📄 CONTENT

Marketing for Entrepreneurs

⚙️ SETTINGS

📄 CONTENT

Raising Capital

⚙️ SETTINGS

📄 CONTENT

Social Entrepreneurship

⚙️ SETTINGS

📄 CONTENT

**Alumni networking to share personal stories and tips on starting a company**



# Event Connections

## Mixed Networking



**A to B Networking:** Two peer groups paired A to B in booths

Alumni/Student

Alumni/Faculty

Alumni/Experts

Staff/Prospect

Student/Mentor

Student/Coach

Student/Staff

Student/Prospect

In **Control Center:** Create the following templates/events using the  
“Mixed Networking” Event Type



# Career Coaching



## CAT CHATS ALUMNI CAREER SERVICES: QUICK QUESTIONS

CHAT ONLINE 1:1 WITH A CERTIFIED CAREER COUNSELOR

December 20, 2016 12:00 PM to 1:00 PM Eastern Standard Time (EST)

[REGISTER NOW](#)


# Career Coaching


Wanting to "staff" your booth, or  
have an individual host a booth?  
Add them as a **\*BOOTH  
REPRESENTATIVE\***

CAT CHATS ALUMNI CAREER SERVICES: QUICK QUESTIONS Chat Online 1:1 With A Career Counselor  
Dec 20, 2016 12:00 PM to 01:00 PM Eastern Standard Time [Add to Calendar](#)

**WELCOME:**  
Chats will begin in  
**17** **22** **09**  
DAYS HRS MINS

**LOBBY** [Tips and Questions](#)


 Chats will take place in the booths below. Prepare to chat by browsing their content. Booths may be updated or changed before chats begin, so check back often.



**Chat with a Certified Career Counselor**

Click on the green button to chat 1:1 with a certified career counselor and get your resume reviewed or ask pressing career questions!

[Enter](#)



**Alumni Open Networking**

Visit our booth to learn more and to engage with us in one-on-one chats.

[Enter](#)

**Career Coaching for alumni**



# Career Coaching



## UNCW ALUMNI VIRTUAL CAREER COACHING AND PROFESSIONAL NETWORKING HOUR

December 7, 2016 12:00 PM to 1:00 PM Eastern Standard Time (EST)

[REGISTER NOW](#)

# Career Coaching

## UNCW ALUMNI VIRTUAL CAREER COACHING AND PROFESSIONAL NETWORKING HOUR

Dec 07, 2016 12:00 PM to 01:00 PM Eastern Standard Time

[Add to Calendar](#)

### WELCOME:

Chats will begin in

**04** **22** **19**  
DAYS HRS MINS

### Get Started!

You are able to enter each booth and add yourself to the queue to speak with the next available Career Center representative by hitting the green "Chat" button. Chat with fellow alumni in the General Alumni Networking booth while you wait.

### Schedule an Appointment

Do you need more time with a Career Counselor to further review your resume or seek additional recommendations? Contact the Career Center at 910.962.3174 or [careercenter@uncw.edu](mailto:careercenter@uncw.edu) to schedule an appointment.

### Resources

[UNCW Career Center](#)

[Resume & Cover Letter Resources](#)

[Job Search Resources](#)

[CareerShift \(search engine for jobs, employers and contacts\)](#)

[UNCW Career Planning Guide](#)

## LOBBY

[Tips and Questions](#)



Chats will take place in the booths below. Prepare to chat by browsing their content. Booths may be updated or changed before chats begin, so check back often.



### Resumes

Are you seeking guidance on your resume? This booth will focus on:

- Targeting resumes to jobs
- Showcasing skills
- Express resume review

[Enter](#)



### Job Search Strategies

Searching for a new job? This booth will focus on:

- Job search resources
- Interview preparations

[Enter](#)



### General Alumni Networking

Chat with fellow alumni while you wait to speak with a Career Center representative.

Here are some ideas to get the conversation started:

- What did you study?
- What do you do professionally?

[Enter](#)

Multiple career coaches for alumni



# Graduate School Advice



## GRADUATE SCHOOL: SHOULD I OR SHOULDN'T I?

CONVERSATIONS ABOUT GRADUATE SCHOOL AND CAREER, BROUGHT TO  
YOU BY THE OFFICE OF ALUMNI RELATIONS AND THE CAREER  
DEVELOPMENT CENTER

November 9, 2016 12:00 PM to 1:00 PM Eastern Standard Time (EST)

[REGISTER NOW](#)



# Graduate School Advice

Is Graduate School the Right Next Step for Me?

SETTINGS

CONTENT

REPS

Pursuing a Business Degree

SETTINGS

CONTENT

REPS

Pursuing a Technical Graduate Degree

SETTINGS

CONTENT

REPS

WPI's Graduate Admissions Office

SETTINGS

CONTENT

REPS

WPI's Career Development Center

SETTINGS

CONTENT

REPS

Open Networking

SETTINGS

CONTENT

Open Networking

Let all participants connect with one another (regardless of peer group) in an **\*Open Networking\*** booth. Check this box in Settings

Learning more about graduate opportunities at the university

# Admissions



## EXPLORING SELECTIVE COLLEGE ADMISSIONS

VIRTUAL CHAT WITH THE OFFICE OF UNDERGRADUATE  
ADMISSIONS

January 18, 2017 12:00 PM to 1:00 PM Eastern Standard Time (EST)

[REGISTER NOW](#)

KRENTZMAN QUADRANGLE

NORTHEASTERN



UNIVERSITY



# Admissions

## EXPLORING SELECTIVE COLLEGE ADMISSIONS Virtual Chat with The Office of Undergraduate Admissions

Jan 18, 2017 12:00 PM to 01:00 PM Eastern Standard Time

[Add to Calendar](#)

WELCOME:

Chats will begin in

46 22 25  
DAYS HRS MINS

### LOBBY

[Tips and Questions](#)



Chats will take place in the booths below. Prepare to chat by browsing their content. Booths may be updated or changed before chats begin, so check back often.

**Northeastern University**  
*Office of Alumni Relations*

Chat with The Office of Alumni Relations

Enter this booth to chat with the Alumni Relations team!

Enter

**Northeastern University**  
*Undergraduate Admissions*

Chat with The Office of Undergraduate Admissions

Enter this booth to chat with the Undergraduate Admissions team!

Enter

**For those alumni with children or family members going through the admissions process**

# Admissions Information Session



GRADUATE BUSINESS PROGRAMS  
COLORADO STATE UNIVERSITY

## CSU ONLINE MBA INFO SESSION

Connect with our student success team and current students.

November 15, 2016  
11:00 AM to 12:00 PM (MST)

REGISTER

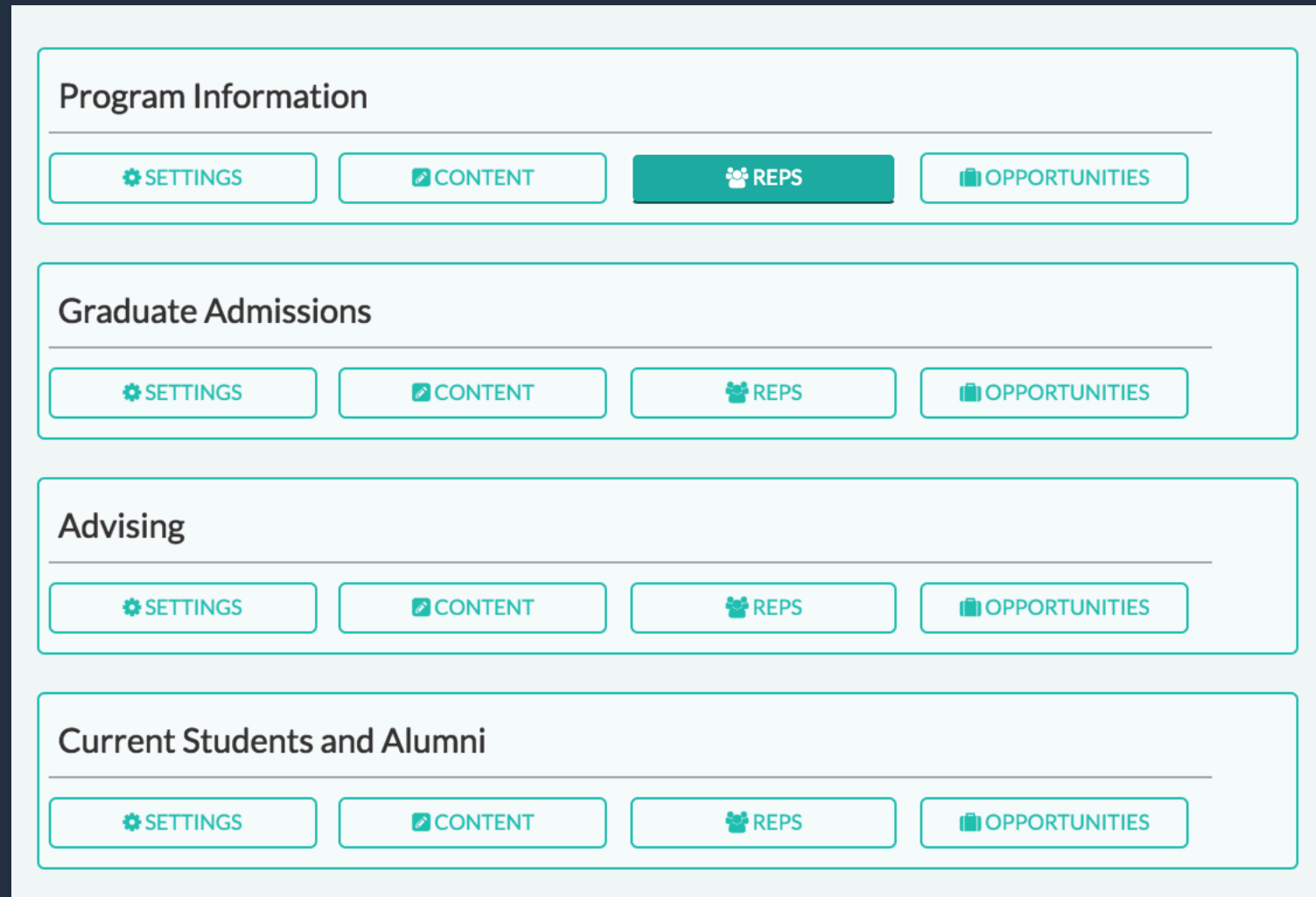
## ABOUT

The journey is better when there's someone to share it with. If you're ready to do more and to be more, we're here to support you. Join us to learn more about our [Online Professional MBA](#) program.

During our time together, you'll chat one-on-one with staff and current students about what it's like to learn in the College of Business. You'll also have the opportunity to ask questions and meet other candidates, like you, who want to keep learning with a top-ranked program.

This online information session allows you to sign in from any device from your home, office, or wherever you are. We'll have virtual "booths" that cover:

# Admissions Information Session



**Opportunity to connect with MBA advisors**

# Alumni/Student Advice Sharing



## 10 THINGS I WISH I KNEW WHEN STARTING MY CAREER

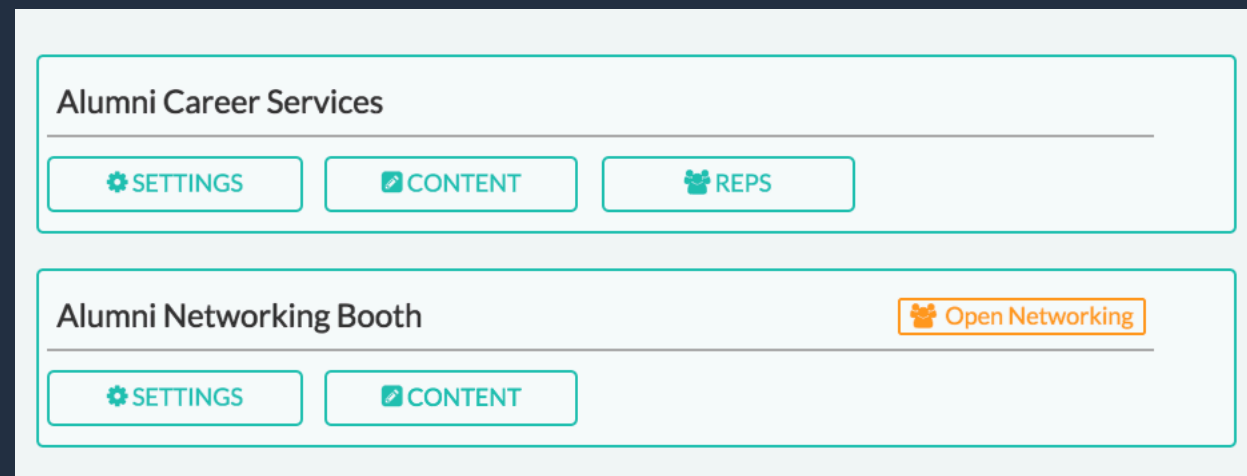
PRESENTED TO YOU BY EXPERIENCED ALUMNI

October 20, 2016 3:00 PM to 4:30 PM Eastern Daylight Time (EDT)

[REGISTER NOW](#)



# Alumni/Student Advice Sharing



**Students/Alumni sharing career tips and stories**

# Networking



## USC MARSHALL "BACK TO SCHOOL" ONLINE CHATS - CONNECT WITH MBA STUDENTS AND ALUMNI

HOSTED BY THE USC MARSHALL SCHOOL OF BUSINESS ALUMNI ASSOCIATION FOR MBA STUDENTS AND ALUMNI

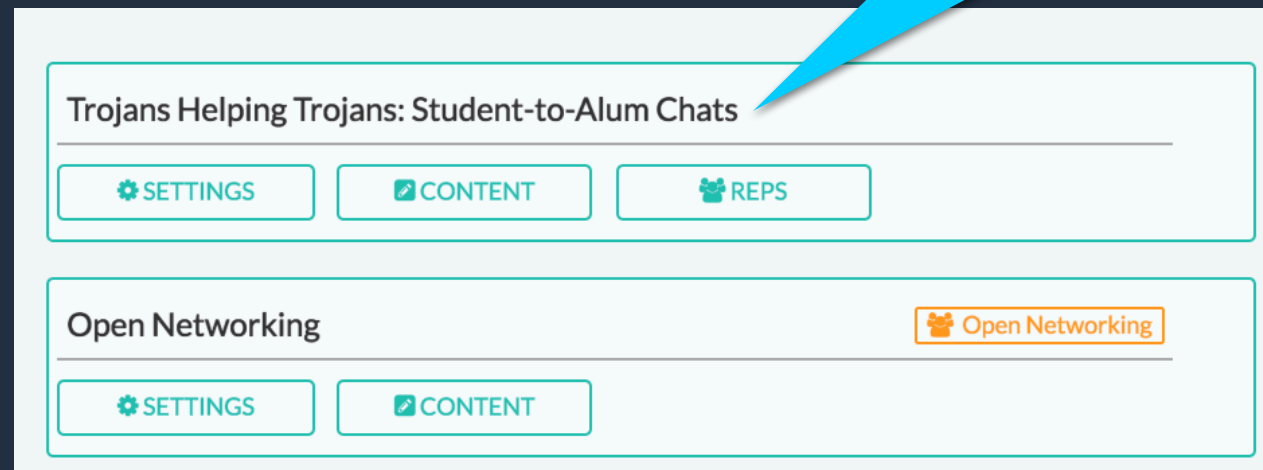
November 9, 2016 8:00 PM to 9:00 PM Eastern Standard Time (EST)

[REGISTER NOW](#)



# Networking

Just want your participants to connect in A to B conversations? Do **NOT** assign representatives. The platform will take care of this itself!



**Student/Alumni networking**



# Event Connections

## Open House & Expo



**Open House & Expo:** Connecting one peer group with recruiters/employers/admissions

Career Fairs

Single Employer

Admissions

In **Control Center:** Create the following templates/events using the “Open House/Expo” Event Type

# Career Fairs



**REGIS UNIVERSITY**  
CENTER FOR CAREER AND  
PROFESSIONAL DEVELOPMENT

## 2016 REGIS UNIVERSITY CC&IS VIRTUAL CAREER FAIR

CHAT VIRTUALLY WITH EMPLOYERS FROM TOP REGIONAL,  
NATIONAL, AND GLOBAL TECH ORGANIZATIONS.

November 1, 2016 12:00 PM to 4:00 PM Eastern Daylight Time (EDT)

[REGISTER NOW](#)

[Are you an exhibitor? Register here.](#)



**GEORGE BROWN** Alumni Relations Career Services  
STUDENT AFFAIRS PARTNERED IN YOUR SUCCESS

## GEORGE BROWN JOB TALKS

### VIRTUAL JOB FAIR

October 19, 2016 12:00 PM to 3:00 PM Eastern Daylight Time (EDT)

[REGISTER NOW](#)

[Are you an exhibitor? Register here.](#)