

# CONNECT WEEK



2021

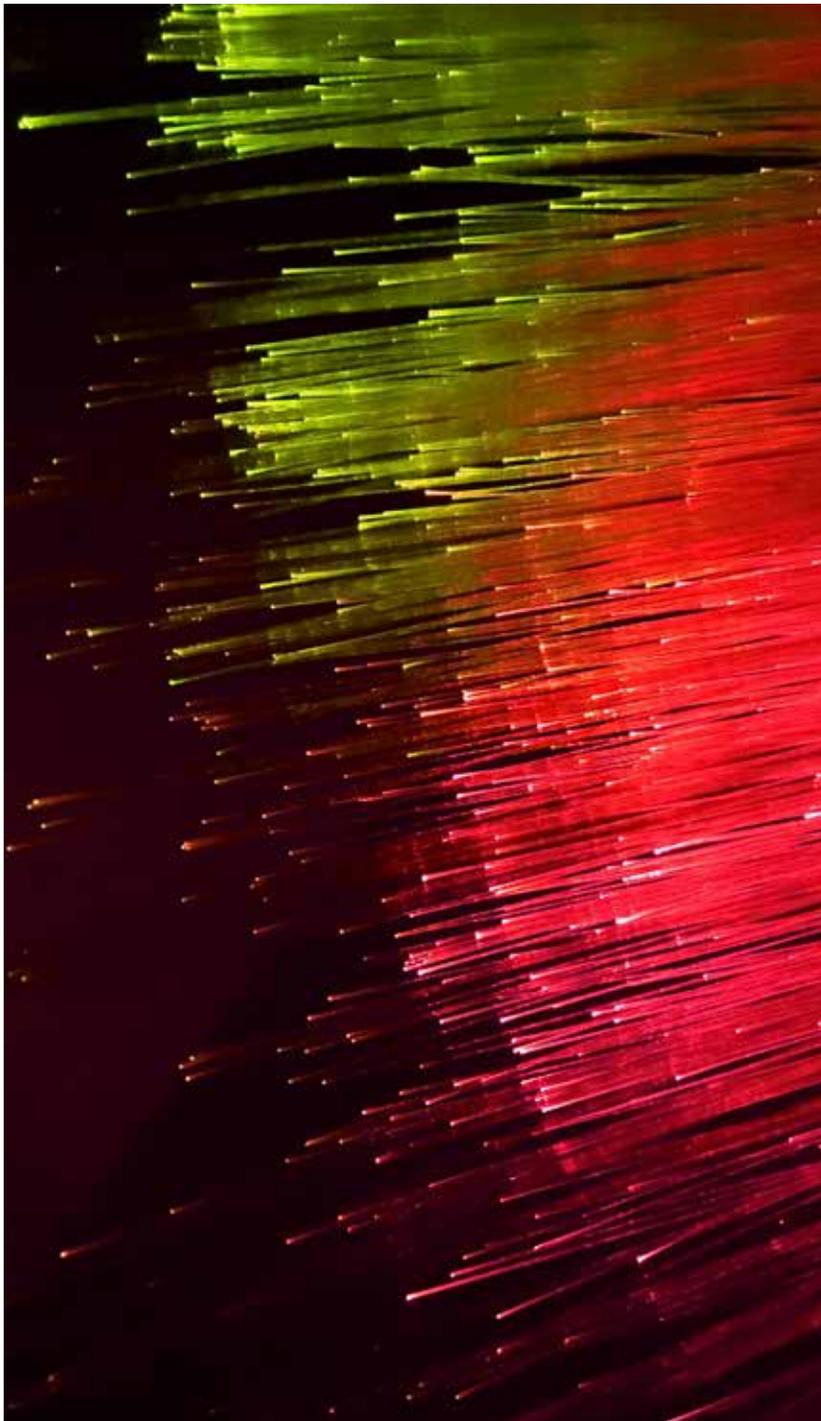
Participation Guide



9TH ANNUAL CONNECT EVENT SERIES  
VIRTUAL + LIVE  
OCTOBER 10-17, 2021

Each October we bring together Pasadena's most innovative people, institutions, and companies to discover, share, and grow through an event series called *Connect Week*.

This year, let's reconnect both virtually and in-person, with a new hybrid Connect Week. We invite you to say "Hello, again" as we all collaborate and engage the community through amazing talks, workshops, tours, networking mixers, and other events virtual.



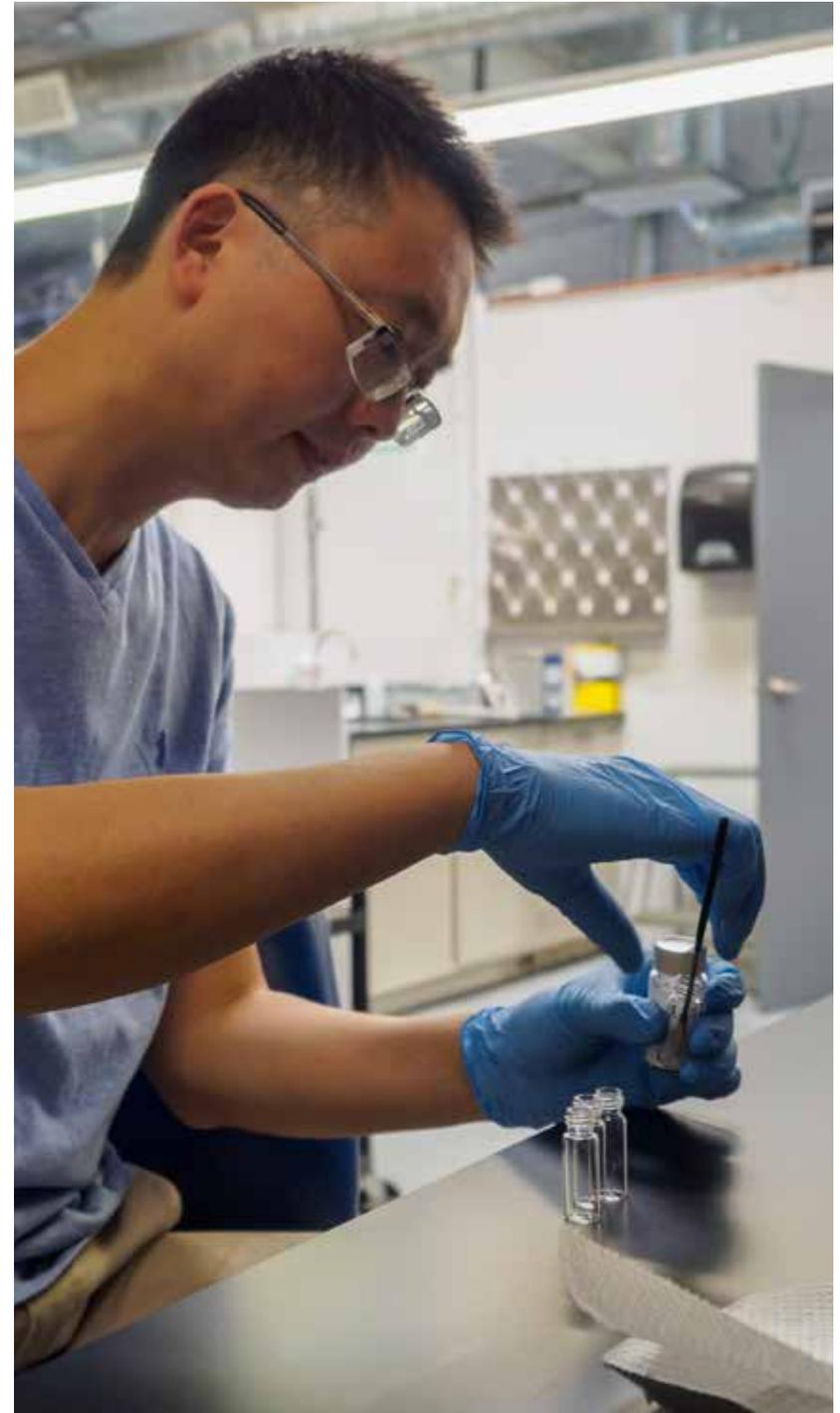
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# Our Mission

Pasadena is home to some of the world's leading science, research, design, and cultural institutions. We have been a quiet center of innovation for decades.

Innovate Pasadena gives voice to the thinkers, inventors, and educators who make Pasadena great. During Connect we showcase the creativity and ingenuity that's right here in our own backyard. We invite entrepreneurs, engineers, investors, scientists, educators, businesspeople, designers, and students to unite and strengthen Pasadena's innovation community through education and resource exchange.





# What is Connect?

Connect is a festival of independently organized talks, workshops, and social events conceived of by independent organizers and hosted virtually by companies representing Pasadena's innovative spaces.

During Connect we encourage event producers, called "Collaborators", to share their knowledge, showcase their innovative products, and discuss new advancements and ideas. We developed Connect to help the community plug into the organizations and individuals that make Pasadena a center for innovation and advancement.

We provide the platforms, connection and buzz; you contribute your unique ideas and perspectives.

# Connect 2019



**8** Days



**43** Events



**30** Partners



**28** Locations



**4,000** Attendees



**110** Hours of Programs

Our events cover four main topics: design + art, science + astronomy, technology, and entrepreneurship.

Events include panels, competitions, conferences, seminars, open houses, exhibitions, fairs, hackathons, lectures, meetups, networking, pitches, presentations, speaker series, mixers, tradeshow, workshops and more.

Whatever your concept, we can help you take it to the next level—virtually or in-person!



# What to Expect

Connect Week 2021 programming kicks off on Sunday, October 10<sup>th</sup>. Each collaborator event is centered around one of four main tracks: design + art, science + astronomy, technology, or entrepreneurship.

Since this is our first hybrid Connect Week, here are some ideas on how you can engage with the community:

- Invite an out-of-town special guest speaker to join your Zoom panel discussion or fireside chat via video feed
- Build a kit or box and send it to your participants so they can follow along with your in-person / hands-on workshop
- Collaborate with other groups or meetups to host a cross-industry showcase, pitchfest, or hackathon
- Do you have a cool space? Film yourself hosting a virtual tour (more details about virtual tours on page 9)
- Reconnect with the community by hosting a full day of events at your event venue or space

We look forward to including your events for this coming Connect 2021!

## OCTOBER

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>
<b>17</b>	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## Design + Art

These events focus on creativity, how design improves our lives, art in technology, and more. Think digital art, video games, user experience, digital marketing, any artistic endeavor.



## Science + Astronomy

Events in this topic cover healthcare, engineering, bioscience, cosmology, the Big Bang, and more. Think energy, sustainability, artificial intelligence, space exploration, exoplanets.



## Technology

These events cover code, bridging design and development, maker initiatives, and more. Think programming classes, hackathons, impact of technology on government.



## Entrepreneurship

Event cover topics like startup communities, business resources, funding, and more. Think venture capital, startup stories, bootstrapping, business networking.





# Get Involved

Connect is built around smart people who have the curiosity and drive to challenge the norm and share their experiences.

- Do you run—or want to run—an event focused on design + art, science + astronomy, technology, or entrepreneurship?
- Would you be willing to schedule your virtual event between October 10-17?
- Do you have a story or skills that you'd like to share with the community?
- Do you have an awesome space or innovative tech that you'd like to share?
- Do you have a cool physical space where you usually host live events for the community?

We want you to be a part of Connect Week.

# What You Get

Connect Week provides Collaborators with the opportunity to build awareness, expand membership, create new career or business opportunities, showcase innovative projects, or reach a large professional audience.

Because we want each of our Collaborators to get the most out of participating, we have created a special website for Connect. Every event will be listed on the website along with a description of the event, image, date and time, link to a third-party registration page, and organizer information.

Innovate Pasadena will be your central hub for communication, branding, and coordination; providing access to video chat platforms such as Zoom; and making introductions to other innovators and potential collaborators.

- ✓ Our staff and volunteer team is available to answer questions, give advice, and help overcome event hurdles.
- ✓ During September our PR efforts will focus on promoting Connect Week to the greater LA region.
- ✓ Events will be listed on the official Connect Week website.
- ✓ Leading up to Connect Week, we will send out special email newsletters to our subscribers with info about upcoming events from our collaborators.
- ✓ Collaborators will be mentioned across our social media platforms.
- ✓ We will hold a Collaborator Lunch in September to help all participants fine-tune their production and promotion plans.
- ✓ Collaborators receive digital banners, badges, and other digital marketing materials prior to Connect Week to help promote their event.



# Apply

It's easy to become a part of Connect Week: tell us about your event and how it fits with our mission by completing the application form online at [www.innovatepasadena.org/promote/list-event](http://www.innovatepasadena.org/promote/list-event).

Events should promote our innovative communities; foster a sense of collaboration through innovation and new ideas; and benefit attendees through knowledge sharing, networking, education, or outreach. Events can be in-person, virtual, or a combination of both.

We understand that some details will need to be ironed out in the coming weeks, so you'll have the opportunity to fine tune your event before the final submission deadline.

# Organize

- Come up with a brief concept and description for your event.
- Consider partnering up with other organizations for a truly collaborative event.
- Decide which one of our four tracks—art + design, science + astronomy, technology, or entrepreneurship—best applies to your event.
- Fill out our Connect Week event form at [www.innovatepasadena.org/promote/list-event](http://www.innovatepasadena.org/promote/list-event).
- Double-check your final event info on the Connect website.
- Hosting a virtual tour? Follow the tips below for a great virtual tour or your space or innovation:
  - Show us what's unique about your business or space
  - Make it fun and playful
  - Show us something we wouldn't normally be able to see if we just walked in
  - Talk to the camera and engage the audience
  - Be mindful of sensitive or confidential info in the background
  - If other people appear on the video, please have them give written permission to use their image
  - Film in landscape format only; 5-10 minutes is an ideal length
  - Edit and submit as a MP4 file using Dropbox, Google Drive, etc.
  - Stay safe, follow social distancing protocols, and have fun!



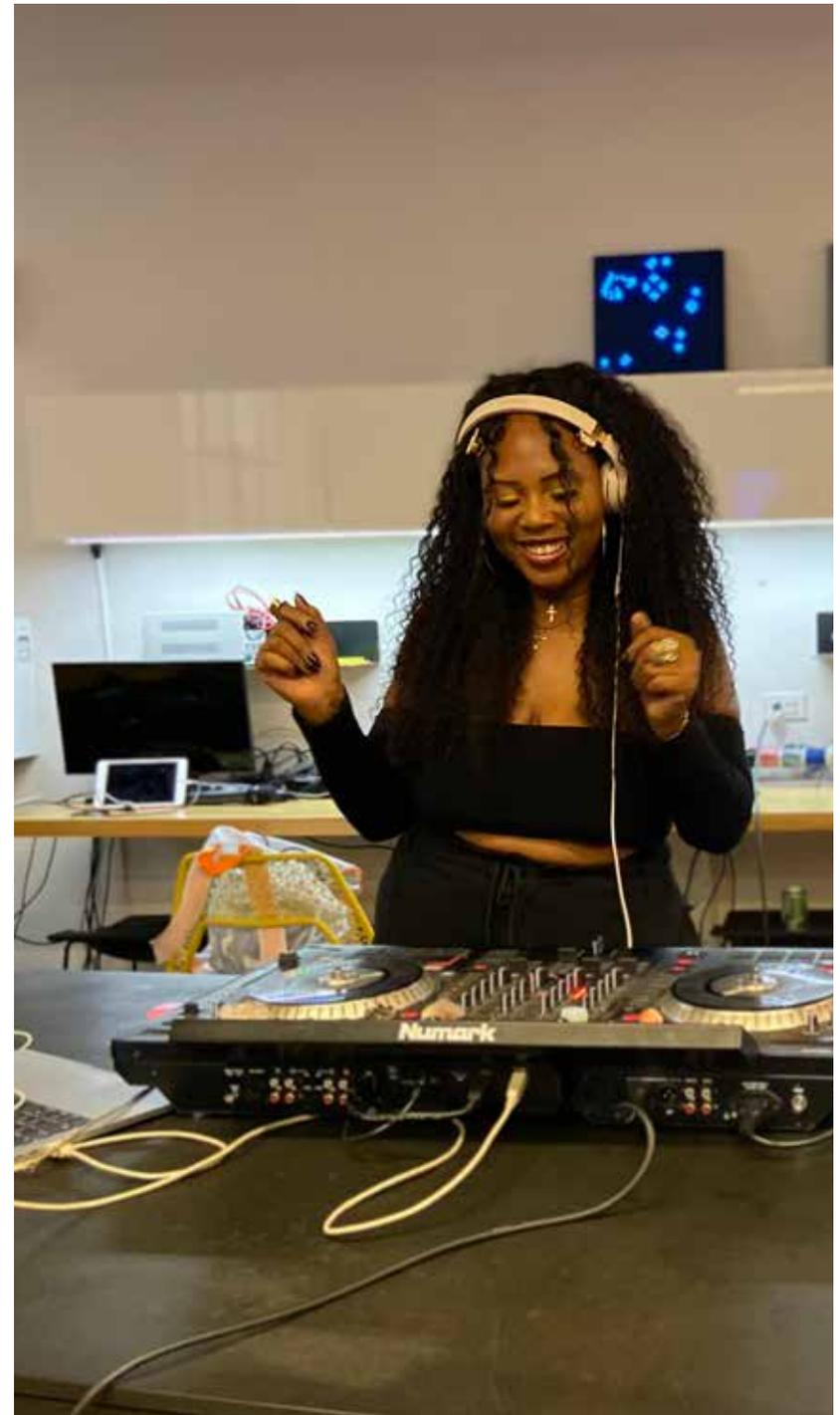


# Promote and Follow-up

- Send at least one email to your membership or marketing database to let your followers know about Connect Week and your participation in it—we'll even send you some digital assets to get you started.
- Promote your participation in Connect Week through your various social channels.
- We'll contact you with resources, including branding info for you to include in your own materials and marketing.
- Send us your attendance numbers, links, video recordings, and other media so we can share them with the community on [innovatepasadena.org](http://innovatepasadena.org).
- Complete the post-participation survey and provide a count of attendees following the event.

# Connect

- Email [connect@innovatepasadena.org](mailto:connect@innovatepasadena.org) for an invite to join our Slack team where you can post about virtual venues, ask questions, or find volunteers to help with your event.
- Follow the Slack Collaborator team and be sure to keep the Innovate Pasadena staff in the loop as your event takes shape over the coming weeks.
- Time permitting, join your fellow Collaborators' events to learn more about what other innovators are doing in the Greater Pasadena area.
- Share the Innovate Pasadena attendee survey after your event to learn more about your newest members.
- Host an amazing event!



# FAQs

## Can I partner with other organizations?

We encourage events that foster collaboration between industries and partners rather than a typical meetup. If you're looking to expand your reach, remember that there is strength in numbers. Partners can help you look beyond your regular constituency.

## When should my event take place?

Once your event is approved, use the scheduling link to check out the Connect calendar for an available time slot in your event's track. Because many Connect attendees want to attend as many events as possible in their area of interest, we ask that you only schedule your event in open time slots within your track. If another event is already scheduled in your desired time slot within your same track, consider scheduling your event at an alternate time, or contact us for assistance.

## Can I charge for events? Can I find my own sponsors?

Yes, you are in control of your event, and you set the fee. We realize that events cost money to organize, so you are free to find sponsors to help support your efforts. We do ask that you agree to share Connect Week graphics when promoting your event, which may recognize Innovate Pasadena's sponsors, in addition to any agreements you may have in place with your own sponsors.

## What if I have an event but no video chat app?

Innovate Pasadena has relationships with many local businesses and venues. We strongly encourage you to join our Slack team and post to our #venues channel if you are in need of a location for your event. If you're not that into Slack, you can still contact us at [connect@innovatepasadena.org](mailto:connect@innovatepasadena.org) to see if we can help place you in the right space for your event's needs.

## Who should I contact if I want to sponsor or know of a sponsor lead for Innovate Pasadena?

Please contact us at [sponsor@innovatepasadena.org](mailto:sponsor@innovatepasadena.org) for more information on sponsoring a Connect Week event or becoming an Annual Sponsor of Innovate Pasadena.

## Who should I contact with questions about the process, timeline, being a Collaborator, etc.?

Please contact [connect@innovatepasadena.org](mailto:connect@innovatepasadena.org) for more information about Connect Collaborators.

# Checklist

## Before Connect Week

- ✓ Decide on your event topic, date, title, and track
- ✓ Find a venue or platform to host your event or ask Innovate Pasadena for recommendations or connections
- ✓ Submit your event for listing by Wednesday, August 20, 2021
- ✓ Promote your events using Connect Week digital banners, badges, and #ConnectWeek on your social media

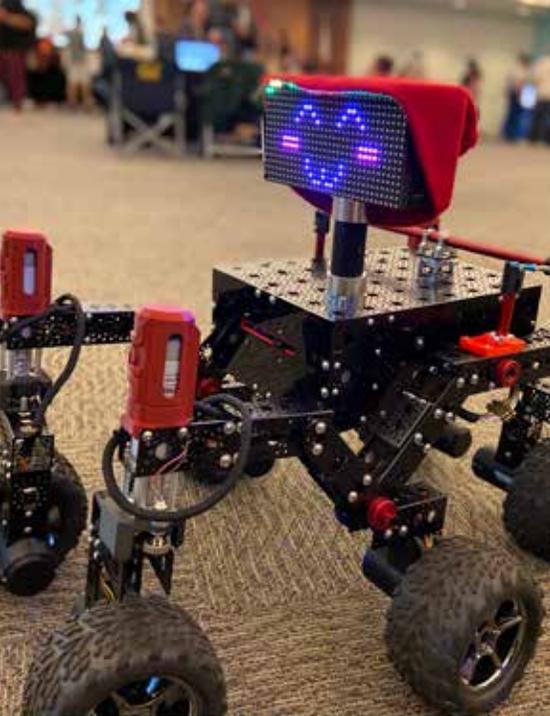
## During Connect Week

- ✓ If you are running a virtual or hybrid event, test your equipment: camera, microphone, WiFi signal, and software prior to your event
- ✓ Let your attendees know to tag Innovate Pasadena and use #ConnectWeek on social media
- ✓ Before wrapping up your event, ask your attendees to complete the Innovate Pasadena attendee survey or by sharing a link to the digital survey in your video chat
- ✓ Count the number of attendees at your event to share with the Innovate Pasadena team
- ✓ Join other events when you can to show support for your fellow collaborators



## After Connect Week

- ✓ Send your attendee numbers and completed surveys to Innovate Pasadena
- ✓ Share your feedback with Innovate Pasadena team by completing the Collaborator Survey
- ✓ Share your event recap on social media and tag Innovate Pasadena using the #ConnectWeek #Reconnect hashtags



# Contact Us

**General Questions:** .....connect@innovatepasadena.org

**Request a Slack Invite:** .....connect@innovatepasadena.org

**Sponsor:** .....sponsor@innovatepasadena.org

**Volunteer:** .....volunteer@innovatepasadena.org

**Press Contact:** .....pr@innovatepasadena.org

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