Instructions for submitting an event during STL Startup Week

What is STL Startup Week?

Built by the community for the community, STL Startup Week (STLSW) is a five-day celebration and elevation of all things entrepreneurship in the St. Louis region. Featuring talks, panel discussions, workshops, networking events and more, STL Startup Week has inspired hundreds of individuals to discover their potential as entrepreneurs, innovators, and change-makers. STL Startup Week 2024 will take place November 11-15, 2024 at various locations in the St. Louis region. Learn more at stlouisstartupweek.com .
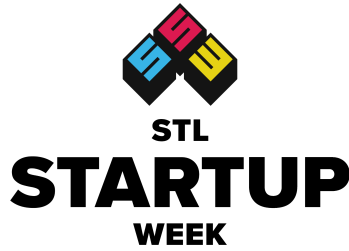
What is a Community Event?

We actively encourage members of the St. Louis entrepreneurship and innovation ecosystem to plan and organize their own events and meetups. Streamlining the number of sessions for the week means there are fewer "official" slots, but we don't want that to keep the community from putting together great content.

If you have an awesome event in mind, submit it on the STL Startup Week website. After a quick review to ensure submissions are within our guidelines (below), we'll post a link to your event on the STLSW schedule. The time, location, event support, and promotion are all up to you. We'll make sure that the STLSW community knows to check out these events and find which ones they want to attend via our website schedule.

Here are the guidelines for Community Events:

- Sessions are truly "for the community, by the community"
- Organizers are responsible for securing their own budget, finding a venue, coordinating the logistics for the event and promoting the event
- Sessions must be somehow related to innovation and entrepreneurship
- Sessions must abide by the STLSW Code of Conduct
- No sales pitches, political or vulgar content

- STLSW reserves right to decline session submissions
- Community Event submissions close on **November 1, 2024**
- Organizers may use STLSW toolkit for promotion
- Sessions will be listed on the DSW schedule, clearly designated as Community Events

What's the difference between a Headline Event and Community Event?

STL Startup Week offers programming that is produced, paid for, and promoted by STL Startup Week staff and our planning committee. This helps us maintain a certain level of quality, size, and diversity in the week's events! We understand that our region's entrepreneur support organizations (ESOs), schools, founders, service providers, economic development entities, and other community members have decided to plan programming during STL Startup Week and would like to take advantage of the increased visibility, awareness, and energy. We are committed to help promote Community Events and driving attendance during the week. Here's a visual breakdown of the differences between Headline and Community Events.

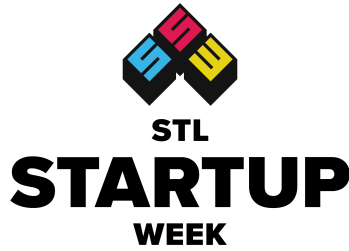|	**Headline Event**	**Community Event**
Schedule	Headline Events will be listed on our daily schedule on our website.	Community Events will be listed on our daily schedule on our website.
Promotion	Headline Events will be promoted through various channels, including Facebook, Twitter, LinkedIn, Instagram, and our email list.	Links to the Startup Week schedule, which includes a listing of Community Events, will be promoted through our various communication channels.
Registration & Communication	Our staff and volunteers will set up and manage registration pages for each Headline Event.	You are responsible for setting up a registration page for your event and communicating with your attendees, speakers, guests, etc.
Sponsorship	Our organizers will reach out to sponsors in our network to cover the costs associated with programming during the week (e.g. food, drinks)	You, the organizer, will be responsible for recruiting any sponsor(s) to pay for your event (unless, of course, you are paying for the event out of pocket).
Production	STL Startup Week staff + volunteers will be responsible for coordinating all aspects of Headline Events	You, the organizer, will be responsible for finding and coordinating with your venue(s), purchasing supplies, recruiting volunteers or speakers, etc. We'll provide
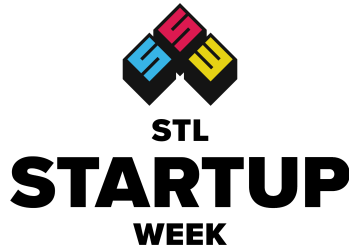
		you with signage upon request.

How do I submit a Community Event?

If you're interested in hosting a Community Event during STL Startup Week and would like to submit it to be listed on the STL Startup Week website (**submit your event HERE**), here are some things you should keep in mind:

1. Submission Deadline: November 1, 2024

2. Design your event

    a. Consider picking a specific theme for your event and be specific about the audience you want to attract (industry, specific part of a company life cycle, etc.)
    b. Ask yourself, "What is the right format for your theme and audience?" Do you want to host a panel discussion? An interactive workshop? A happy hour? Try to be thoughtful about the format and content of your event or program.

3. Pick the right date, time and location.
    a. Please consider drive times as most events will be in this part of town and we'd like for folks to be able to go from one event to the next without sitting in traffic.
    b. Take a look at the master event calendar, and pick a slot where you think the existing event(s) at that specific time will attract a different audience than yours.

4. Create an event registration page

    a. Use whatever online registration platform you'd like (Eventbrite is easy to use, and most people know how to use it).
    b. Make sure your event is descriptive! Add a few paragraphs on what to expect at the event, a schedule, about the event hosts, etc.
    c. Be sure to check that registration confirmation emails are sent, along with calendar invites (some event platforms have this built in), and logistical items like parking and signage.

5. <u>Come up with an outreach plan</u>

   a. While submitting your event will help you drive leads to your event (we will also be doing periodic newsletter blasts about new events that have been added), **YOU are responsible for recruiting attendees and staffing your own event**, so plan to do your own marketing to make your event a success!

6. <u>Promote STL Startup Week</u>

   a. In addition to marketing your event, it would be great if you could mention to your audience that your event is a part of STL Startup Week to help drive awareness and make the week a success for everyone involved!
   b. Consider adding "#STLStartupWeek" to the title, for example.
   c. At the very bottom of the description, please add "this event is a part of **STL Startup Week** - a week of events hosted by community members and entrepreneurs to celebrate the STL startup ecosystem!" so people can get more context on STL Startup Week.

7. <u>Confirmation Emails</u>

   a. Plan to send several emails communicating with the folks that have signed up for your event. Leading up to the event, make sure you let folks know that spots are limited, and that you need people to tell you whether or not they can make it so you can get a clear sense of headcount. You want to avoid a situation where you think a bunch of people are coming, but a lot of them don't show up.

8. <u>Account for attrition!</u>
   a. As you accept and reject people, keep in mind that because these are mostly free events (and a lot of the people signing up are out of your immediate network), there might be a lot of attrition at these events (estimate about 50%) - don't quote us on that! Use your best judgment and make sure you're accounting for attrition.

9. <u>Capture content at your event!</u>
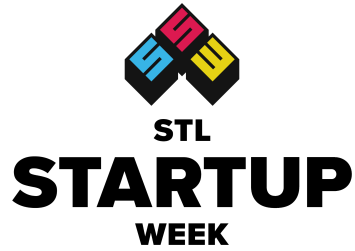
November 11-15, 2024 | #STLStartupWeek

    a. During your STL Startup Week event, make sure you are capturing photos/videos and sharing on social media, and use the #STLStartupWeek hashtag so people can find you and your content!

    b. We will also be retweeting people's content so make sure you're capturing your event and posting on social with the #STLStartupWeek hashtag

Where do I find the STL Startup Week logo?

For more file types and design options, click here.