**Industry Night Event Plan (Virtual)**

SECTION A: EVENT PROPOSAL (SECTION A IS DUE FRIDAY OCT 7)

|  |  |
| --- | --- |
| Event Name |  |
| Proposed Date & Time |  |
| Student Group Name(s) |  |
| Student Lead Information*(include full name, email and phone #)* |  |
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Event Summary

*Provide a 2-3 sentence description of the event.*

**Event Objectives**

*What are the goals of this event? How will students and/or employers benefit from this event?*

**Intended Audience(s)**

*Alumni, industry, HR Recruiters, Young Alumni, etc.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Type** | **# Targeted** | **# from Previous Year**  | **Targeted Percentage Breakdown** |
| Students  |  |  |  |
| Employers |  |  |  |

**Funding Requested**

1. *How much funding are you requesting? Please note that we provide Up to $500 for programs and up to $1000 for departments (please indicate if you are a program or department club)*
2. *Where else do you anticipate to receive funding? (E.g. departments, EUS, AMS, sponsorship, etc.)*
3. *How will the funding be used? Please be as detailed as possible*

SECTION B: SUCCESS METRICS

*How will you determine whether you have achieved your objectives?*

|  |  |  |
| --- | --- | --- |
|  | **Indicators of Success**  | **How will you measure this?**  |
| 1 |  |  |
| 2 |  |  |

SECTION C: CRITICAL PATH

|  |  |  |
| --- | --- | --- |
| Time Frame | Milestones | Status |
| 10 – 12 Weeks Prior to Event | Email Cherrie to set up Check-In Meeting (10 weeks prior to event) |  |
| Create and update Sponsorship Package (if needed) and email Development Coordinator to review |  |
| Fill out [ASPC Development & Alumni Communications Request Form](https://ubc.ca1.qualtrics.com/jfe/form/SV_1S8bGKmZh83D6Jv) (MUST FILL OUT 10 WEEKS BEFORE EVENT) |  |
| Create speaker invitations for employers/alumni |  |
| Send out a save the date to special guests |  |
| Confirm event RSVP format & timeline  |  |
| 6 – 8 Weeks Prior to Event | Email Cherrie to set up Check-In Meeting (8 weeks prior to event) |  |
| Create promotional blurb for event and determine communication channels  |  |
| Send invitation to special guests (Deans, Co-op Coordinators, Professors, etc.) |  |
| Submit [e-nEUS](https://engineering.ubc.ca/eneus) & department newsletter submissions |  |
| Recruit and create task list for volunteers |  |
| Email Cherrie to set up Check-In Meeting (6 weeks prior to event) |  |
| 4 – 5 Weeks Prior to Event | Start promoting the event |  |
| Finalize agenda and create materials (e.g. slide deck; materials for activities) |  |
| Email Cherrie to set up Check-In Meeting (4 weeks prior to event) |  |
| 1 – 2 Weeks Prior to Event | Assign tasks to volunteers |  |
| Write welcoming remarks, speaking notes for host, etc.  |  |
| Email Cherrie to set up Check-In Meeting (2 weeks prior to event) |  |
| Close RSVP form 1 week before event |  |
| Send reminder email & event link 1 week before event |  |
| Send reminder email & event link 1 day before event |  |
| Date of event | Event! |  |
| Post-Event | Book debrief session with Cherrie within 1 – 2 weeks |  |

SECTION D: CONNECTING WITH INDUSTRY

Employer Sponsor(s) and Speaker(s)

|  |  |  |  |
| --- | --- | --- | --- |
| **Company**  | **Name** | **Email** | **Sponsor or Speaker?** |
|  |  |  |  |
|  |  |  |  |

**Employer Recruitment - Message**

*Please include the invitation you will use to recruit employers as speakers. Please note that APSC PD may propose revisions in consultation with you, if necessary.*

**Employer Recruitment - Communication Channels**

*How will you recruit employers as speakers/sponsors?*

SECTION E: PLATFORM

|  |  |  |
| --- | --- | --- |
| Platform | Description  | Link |
| *e.g. Zoom* | *e.g. We will use breakout rooms in Zoom meeting. The meeting can accommodate up to 200 attendees.*  |  |

**Equity, Diversity and Inclusion Considerations**

*Is the event accessible? How will you promote an inclusive and respectful environment for your event?*

SECTION F: FORMAT & AGENDA

What is the format of your event?

*E.g. Panel and networking; Keynote speaker and networking*

**Event Agenda**

*What will you do to promote engagement at your event? Here are some ideas for creating engagement at your event.*

|  |  |
| --- | --- |
| **Time** | **Activity** |
| *e.g. 6:00 - 6:10pm* | *e.g. Attendees arrive*  |
| *6:10 - 6:15pm* | *Introductory and Welcoming Remarks* |
| *6:15 – 6:30pm* | *Networking Bingo* |

SECTION G: EVENT REGISTRATION & PROMOTION

**Event Registration**

*What platform will you use for event registration? Do you need APSC PD’s support with this?*

**Promoting to Employers**

1. *Please include the promotional blurb/description you will use to promote the event to* ***employers****.*
2. *How will you promote your event to* ***employers****?*

**Promoting to Students**

1. *Please include the promotional blurb/description you will use to promote the event to* ***students****.*
2. *How will you promote your event to* ***students?*** *(e.g. e-NUS)*

SECTION H: FINANCIAL & HUMAN RESOURCES

Budget

*Please provide a detailed budget and keep all of your receipts!*

|  |  |  |
| --- | --- | --- |
| Attendee Type | # of Registrants | # Attended |
| Students |  |  |
| Employers |  |  |

SECTION I: DEBRIEF (POST EVENT)

Things to Submit to APSC:

1. Receipts and detailed breakdown of expenses
2. Photos from events
3. Final registration lists
4. List of alumni attended

Post-Event Reflection

*What went well? What didn’t go well? Based on the feedback from your attendees, what would you change for next time?*

Personal Reflection

1. *What are three skills you gained as a result of leading your Industry Night?*
2. *What is one area of improvement you can identify?*
3. *What recommendations would you give to someone who will be leading Industry Night for next year?*