



FAQs: How to Host an Event during EXPLore: Pittsburgh Tech Week

Come up with an event idea and then **submit your event proposal to us via this form on the HOST AN EVENT page of www.techweekpittsburgh.com**. The EXPLore team will review and approve event proposals to ensure there is a balanced distribution of event types and times. Approved events will then be marketed under the EXPLore: Pittsburgh Tech Week umbrella.

1. Decide what type of event you want to host.

- Any type of event is possible, but below are some popular options:
 - Speaker Panel: curate a panel of speakers around a specific topic and moderate the discussion (i.e. “How to Fundraise in 2024 from Three Top Founders”).
 - Happy Hour: a lightweight option is to host a happy hour for a specific audience (i.e. “Fintech Happy Hour”).
 - Branded Experience: if you have a product to showcase, consider a branded experience. (i.e. “Pickleball Tournament hosted by Recess Pickleball Paddles”).
 - Breakfast/Lunch/Dinner: host an invite-only event over a meal for a more intimate gathering.
 - Facilities Tour / Product demos

2. Create a budget.

- As the event host, you are responsible for the costs of your event. Determine a budget that can cover for your event. If you are interested in splitting the costs, we encourage finding a co-host.

3. Find speakers.

- Speakers are not mandatory, but they are highly encouraged! Attendees love the opportunity to learn during EXPLore: Pittsburgh Tech Week, and getting to hear from experts in the field is always a popular option. Additionally, events with speakers will get priority marketing from the EXPLore: Pittsburgh Tech Week team.

4. Pick a location.

- You are welcome to host anywhere in Pittsburgh.

5. Propose a day and time.

- Propose your ideal day and time. Once the EXPLore: Pittsburgh Tech Week team reviews proposals, we will suggest any changes if we think there will be too many overlapping events that are targeting the same type of audience.

6. Set up an event registration page with EXPLore: Pittsburgh Tech Week as a co-host. Please note that your event will NOT be approved for the official EXPLore: Pittsburgh Tech Week calendar until these requirements are completed. If your event will be “Invite Only” without a public event page, please note this in your submission where we request the URL.

- Registration platform:
 - You may use a registration platform of your choice. The only requirement is that you share guest list and contact information with EXPLore: Pittsburgh Tech Week
- Add EXPLore: Pittsburgh Tech Week as a Co-host: by including logo.
- Event Title: Please include EXPLore in your event title. ie; EXPLore AI, EXPLoreGoogle, EXPLoreNetworking
- Event description: Please include at least a paragraph long description of your event. Also include this line about EXPLore: Pittsburgh Tech Week: *"This event is a part of EXPLore: Pittsburgh Tech Week - a week of events to bring together Pittsburgh's tech ecosystem."*
- Date/time: Include the proposed event date/time (start and end time).
- Location: Only include the neighborhood of the event, and not the exact address.
- EXPLore: Pittsburgh Tech Week logo: Logos can be found [HERE](#). It can be placed anywhere in your event page graphic.

7. Screen event attendees.

- Ask registrants questions for filtering the guest list (i.e. company, title, Twitter, LinkedIn) so that you can more easily screen which registrants you wish to accept and reject. This is REQUIRED for approval.
- Lead gen is a very valuable part of EXPLore: Pittsburgh Tech Week, and the best way to increase your ROI is by asking the right pre-qualifying questions to help you filter.

8. Plan to do your own marketing.

- As the event host, you are responsible for marketing and filling your event. Plan to do your own marketing to make it as successful as possible.
- How the EXPLore: Pittsburgh Tech Week team helps:
 - Featuring on the EXPLore: Pittsburgh Tech Week calendar: All approved EXPLore: Pittsburgh Tech Week events will be featured on the main EXPLore: Pittsburgh Tech Week calendar which will be released September 1. We will follow up with more details then, but please do not start promoting or marketing the event heavily until then. By coordinating a marketing push across all event hosts, we are able to drive greater visibility for everyone.
 - Select events on the EXPLore: Pittsburgh Tech Week website: All approved EXPLore: Pittsburgh Tech Week events will be featured on the main EXPLore: Pittsburgh Tech Week calendar, but there is not enough room to feature every single event on the EXPLore: Pittsburgh Tech Week homepage. Priority will be given to larger events with speakers.

9. Communicating RSVP Status to Guests / Confirmation Emails

- Please manage your guestlist proactively to give guests the best experience. As a rule of thumb, plan to approve/deny all applicants within 7 days of their application
- Please 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.
- Make sure you are communicating with the people that have registered for your event about their "RSVP" status.
 1. Approve people you want at the event as soon as possible
 2. Reject people you know aren't a fit as soon as possible so that those folks can sign up for a different event, and not be left waiting to hear from you.
 3. For people on the waitlist, make sure you send them periodic email(s) explaining that they are still on the waitlist and not yet confirmed in order to avoid confusion! _

9. **Account for attrition!**

- As you accept and reject people that come in cold, 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 will be a lot of attrition at these events (likely 60%+). Use your best judgment here and make sure you're accounting for attrition and invite more than you think you have capacity for!

9. Capture content at your event!

- During your EXPLore: Pittsburgh Tech Week event, make sure you are capturing photos and videos and reposting on social media, and use the #techweekpittsburgh hashtag so people can find you and retweet your content!
- We will also be retweeting people's content so make sure you're capturing your event + posting on social with the #techweekpittsburgh hashtag

Frequently Asked Questions

What is EXPLore: Pittsburgh's Tech Week?

EXPLore: Pittsburgh's Tech & Innovation Week is a collaborative event series where members of the tech community host various activities under the unified banner of "EXPLore." It's an open, community-driven initiative designed to showcase the diverse and innovative spirit of Pittsburgh's tech scene. EXPLore: Pittsburgh Tech Week is an opportunity to showcase what makes each respective tech community special, meet people from across venture and startups, and learn from the best founders and companies.

What is the best way to participate in EXPLore: Pittsburgh Tech Week?

The best way to participate is to host an event! Hosting an event during the EXPLore: Pittsburgh Tech Week dates is a great way to get exposure for your brand and directly connect with the EXPLore: Pittsburgh Tech Week audience. We will list all approved events on the master calendar of events and drive visibility.

If I host an event, what am I responsible for and what is the EXPLore: Pittsburgh Tech Week team responsible for?

- As an event host, you are responsible for coming up with your event idea, organizing and paying for your event, and marketing it.
- If you become an official event host of EXPLore: Pittsburgh Tech Week, the EXPLore team will help promote your event by driving visibility across the broader EXPLore: Pittsburgh Tech Week registrants, and featuring your event on the main EXPLore: Pittsburgh Tech Week calendar. You will also get access to the official EXPLore: Pittsburgh Tech Week logo and branding.

Who runs EXPLore: Pittsburgh Tech Week?

EXPLore: Pittsburgh Tech Week is presented by Zdot, LLC dba Bounce Marketing & Events, but is ultimately made possible by all the event hosts from across the industry who participate. The EXPLore: Pittsburgh Tech Week team's role is to streamline the process for creating events and driving event visibility to make each week as successful as possible.

Can I be an EXPlore: Pittsburgh Tech Week sponsor without hosting an event?

If you are interested in sponsorship opportunities but do not want to put on an event, please reach out to hello@techweekpittsburgh.com for more information.

Event Proposal Submission Form: Submit application on HOST AN EVENT page at www.techweekpittsburgh.com