

2023 FIERCE URGENCY OF NOW EVENT HOST KICKOFF ORIENTATION

**FIERCE URGENCY OF
NOW!**

**CONNECT
TODAY.**

**TRANSFORM
TOMORROW.**



CITY AWAKE
A Program of the Greater Boston
Chamber of Commerce



**Greater Boston
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WELCOME TO F.U.N.!



Agenda

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WELCOME

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ROLE & SUPPORT

Where you/we come in

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Timeline

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Introductions

Let's see who's in the room!



1. Find 3-4 people who you do not know in the room.
2. Introduce yourself, organization, your event, and why host it during the F.U.N. Festival
3. If new or returning host, discuss the following:
 - 3a. What advice you would give to a new Host or advice you would ask a Returning Host? (time permitting)





FIERCE URGENCY OF NOW

For young professionals demanding more equitable access to opportunity, the Fierce Urgency of Now Festival connects them with businesses, their peers, and local spaces through experiences designed to advance careers, build community, and ignite change within Greater Boston.

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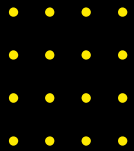


**Barr
Foundation**

P&G



Bank



Updates on Fierce Urgency of Now

Festival dates: Tuesday, September 12 –
Saturday, September 16

- Current # of events: 36
- Sponsors: Barr Foundation, P&G, and TD Bank

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ROLE OF CHAMBER

Where we come in

- ✓ Event calendar & registration updates
- ✓ Eventbrite registration
 - ✓ *Update event information and accept co-event invite on Eventbrite*
- ✓ Featured Event on Chamber Website
- ✓ Branded signage for each event
- ✓ Event support; Assigned Chamber Staff & Volunteers at events
- ✓ Event Host Kits (branding guidelines, resources etc.)
- ✓ Social Media Highlight



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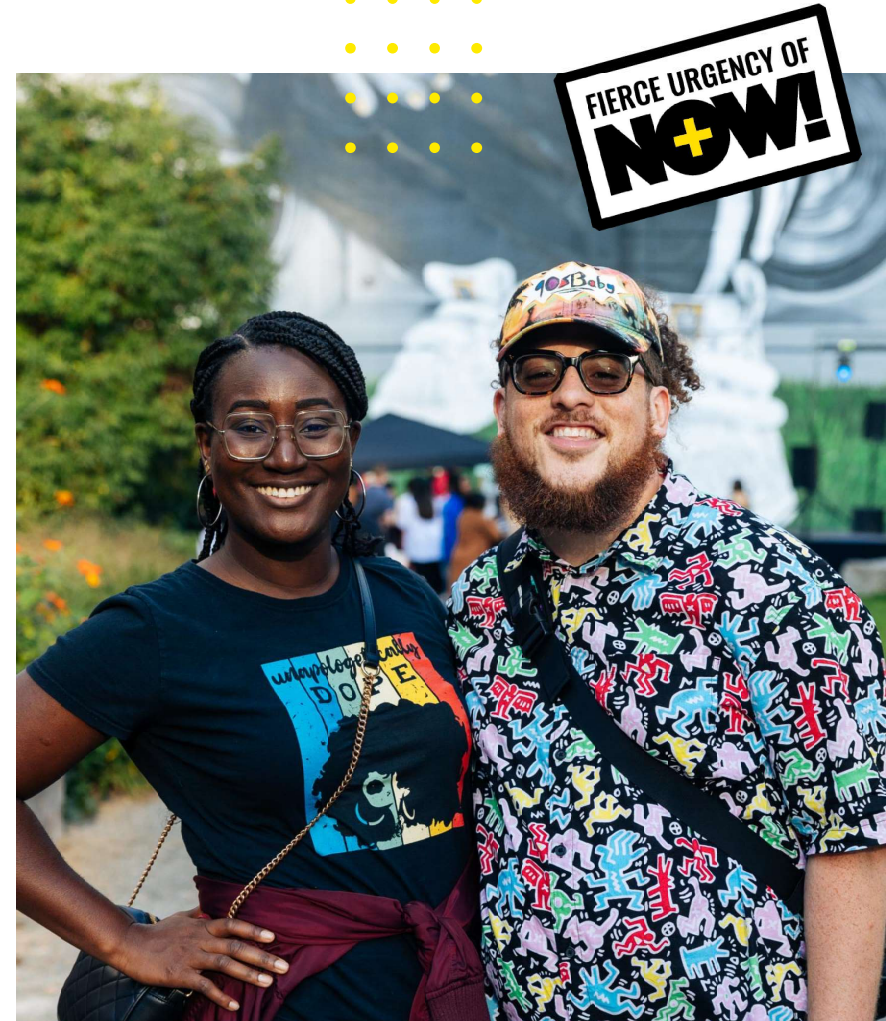
ROLE OF EVENT HOSTS

Where you come in

Plan & Execute your unique event from start to finish including but not limited to content development, securing speakers, event agenda and format, budget management, and staffing.

Market your event to your networks and beyond. The Chamber supports each event by creating registration pages and targeted social media ads. We do our best to support each and every event!

Attend periodic event host support calls with a Chamber representative to ask questions and provide feedback to other event hosts.



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EVENTBRITE

Managing & Accessing Your Event Page



You should have received a notification to manage your Eventbrite page. You will have access to updating the information, speaker bios, cost, and more.

Please note that for all non-free events, the Event Host is responsible for any event or participant cancellations that will result in a refund to all participants.





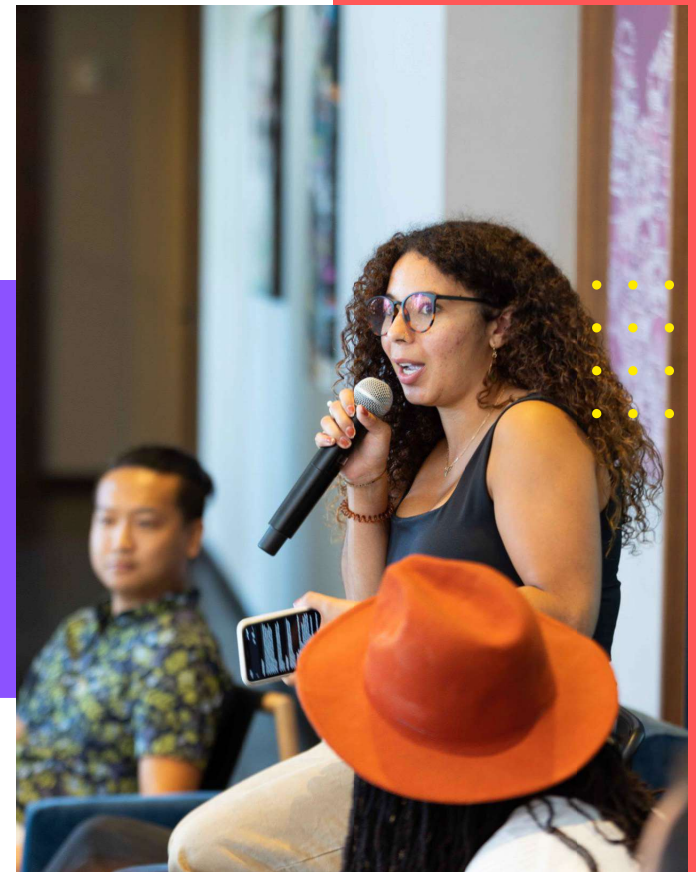
Reporting on MBE Spend

Supporting our Collective Impact on MBE Engagement



To continue amplifying the festival's mission around access and equity, City Awake encourages hosts to use a Businesses of Color (MBE) when possible and will require event hosts to track and report their MBE-spend.

Looking for an MBE for your event? The FUN has a list of diverse vendors that you can use!





MARKETING ASSETS

Fierce Urgency of Now Event Host Kits

- ✓ Social media assets
 - ✓ Graphics, canned copy, tags, etc.
- ✓ Resources
 - ✓ MBE companies
 - ✓ Video testimonial guidelines

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MARKETING SUPPORT



Social Media

- ✓ City Awake & Chamber channels
 - ✓ Twitter, Facebook, LinkedIn, & Instagram
- ✓ General promo & individual events
- ✓ Tag us when you post so we can like/share

- ✓ Optional opportunity: Send us a video promoting your event and we will share it on our social media platforms. Tips on how best to record your video are included in kit.

Email

- ✓ Audience of 14K
- ✓ General promo ft. individual events

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OUR ASK

How we can best work together

- ✓ Accept the Eventbrite invitation as soon as possible
 - ✓ If there are any changes, please make sure you notify us as soon as possible
- ✓ Use the F.U.N. logo in all promotion
- ✓ Share flyers and photos for promotion
- ✓ Share photos & videos after event for highlights of the festival/future marketing



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FIERCE URGENCY OF NOW OPENING CEREMONY

DATE: TUESDAY, SEPTEMBER 12, 2023

TIME: 4:30PM – 7:00PM

LOCATION: TD GARDEN, 1928 CLUB

Be sure to join us for the opening discussion that will focus on establishing connections across differences and creating lasting change through civic engagement and business leadership.

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NEXT STEPS

What is your ask for us?



Final timeline updates

- ✓ Office Hours: Weekly drop-in hours on Mondays (will send optional calendar invite)
- ✓ Registration site launch: by June 8th
- ✓ Advertisement: Mid-June – September
- ✓ Request of paperwork for Supplemental Funding
- ✓ Find venues for Event Hosts in need of space
- ✓ Put up event signage (tentative timeline August)



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**THANK
YOU**

Contact jsanon@bostonchamber.com
if you have questions

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