



 INNOVATE PASADENA

CONNECT

2016 Collaborator Guide



**3RD ANNUAL CONNECT WEEK
OCTOBER 17-23, 2016**

Each October during Connect Week we bring together Pasadena's people, institutions, and companies to discover, share, and grow.

We're looking to have more talks, workshops, and social events than ever before.

We hope you'll join us.



Contents

- Our Mission 1
- What is Connect Week? 2
- This Year’s Schedule 4
- Get Involved..... 6
- What You Get..... 7
- Apply 8
- Organize..... 9
- Promote..... 10
- Connect..... 11
- FAQs..... 12
- Contact Us..... 13

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 Week 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 Week?

Connect Week is a festival of independently organized talks, workshops, and social events conceived by independent organizers and hosted in venues all across Pasadena.

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

Connect Week 2015



7 Days



39 Events



18 Locations



7,800 Attendees



85 Hours of Programs



300 Students Engaged



60 Companies & Organizations

Our events cover four main topics: design, science, 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 even more!



This Year's Schedule

Connect Week 2016 programming kicks off on October 17th. Each collaborator event is centered around one of four topics: design, science, technology, or entrepreneurship.

The 7-day festival of events will be anchored by a party on the evening of October 20th where all of our hard-working collaborators and participants can come together for some much-needed fun and interactive games. This year will also include ArtNight Pasadena as part of our event series on October 21st and the Art Center Car Classic on October 23rd.

We provide the platform, venues, and buzz; you contribute your unique ideas and perspectives.

OCTOBER

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

Design

These events focus on creativity, how design improves our lives, art in technology, and more.

Think digital art, video games, user experience, marketing, any artistic endeavor.

Science

Events in this topic cover healthcare, engineering, bioscience, scientific advancements, and more.

Think energy, sustainability, STEM education, lifescience, aerospace, astronomy.

Technology

These events cover code, bridging design and development, maker initiatives, and more.

Think programming classes, hackathons, impact of technology on government, open data.

Entrepreneurship

Events cover topics like startup communities, business resources, funding, and more.

Think venture capital, startup stories, bootstrapping, business networking.





Get Involved

Connect Week 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, science, technology, or entrepreneurship?
- ☑ Would you be willing to schedule your event between October 17-23?
- ☑ Do you have a story or skills that you'd like to share with the community?
- ☑ Do you have a space where others can hold their event free of charge?

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 Week. Every event will be listed on the website along with a description of the event, venue information, 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 assistance in identifying potential venues; 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 exclusively 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 are mentioned across our social media platforms.
- We will hold a Collaborator Luncheon in September to help all participants fine-tune their production and promotion plans. The luncheon is free to attend.
- Collaborators receive banners, posters, and other marketing materials prior to Connect Week.



Apply

It's easy to become a part of Connect Week: just tell us about your event and how it fits with our mission by completing the application form online at connectpasadena.com/apply.

Events should promote Pasadena's design, science, technology, and entrepreneurial communities; foster a sense of collaboration through innovation and new ideas; and benefit attendees through knowledge sharing, networking, education, or outreach.

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

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—design, science, technology, or entrepreneurship—best applies to your event.
- ✔ Fill out our Connect Week application form at connectpasadena.com/apply.
- ✔ If your event is in line with the Innovate Pasadena Connect Week goals, we'll send you a link to access the Connect Week calendar.
- ✔ Find an available date and time slot in your chosen track on the Connect Week calendar and reserve your slot.
- ✔ Post your final event info on the Connect Week website; we'll work with you to optimize your event listing.





Promote

- ✔ 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 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.
- ✔ Display any official Connect Week signage (provided by Innovate Pasadena) at your event.
- ✔ Send us your attendance numbers, photos, links, videos, and other media so we can share them with the community on innovatepasadena.org.
- ✔ Complete the post-participation survey and provide a count of attendees following the event.

Connect

- ✓ Email connect@innovatepasadena.org for an invite to join our Slack team where you can post about venues, ask questions, or find volunteers to help with your event.
- ✓ Attend planning meetings as your schedule permits and be sure to keep the Innovate Pasadena Program Committee in the loop as your event takes shape over the coming months.
- ✓ Send a representative (or two!) from your organization to the Connect Week Party on October 20th and network with attendees, local business leaders, and other innovators.
- ✓ Time permitting, attend your fellow Collaborator events to learn more about what other innovators are doing in the Pasadena area.
- ✓ Share the Innovate Pasadena attendee survey at 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 Week calendar for an available time slot in your event's track. Because many Connect Week 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 display the provided Connect Week signage, which may recognize Innovate Pasadena Corporate and Institutional Members, in addition to any agreements you may have in place with your own sponsors.

What if I have an event but no venue?

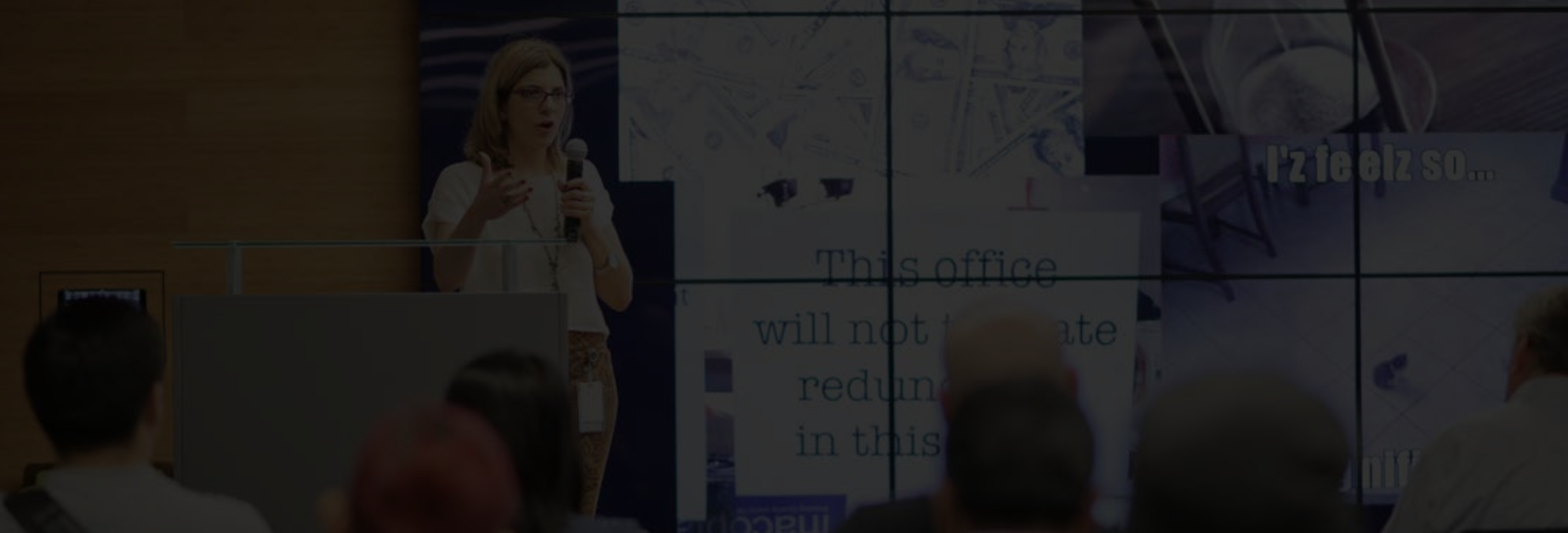
Innovate Pasadena has relationships with many local businesses and venues. We strongly encourage you to join our Slack team and post to our #venues channel in you are in need of a location for your event. If you're not that into Slack, you can still contact us at connect@innovatepasadena.org to see if 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 for more information about becoming a corporate or institutional member.

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

Please contact connect@innovatepasadena.org for more information about Connect Week Collaborators.



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

Innovate Pasadena
85 N. Raymond
Pasadena, CA 91103

Phone: (626) 714-1424

 [@innovatpasadena](https://twitter.com/innovatpasadena)

 [/InnovatePasadena](https://www.facebook.com/InnovatePasadena)

 [@InnovatePasadena](https://www.instagram.com/InnovatePasadena)