

The Stanford Alumni Association

Career Event Kit

~Your Stanford Networking Resource

Dear Club Volunteers,

Wondering how to leverage the Stanford Alumni Association to optimize your career networking event?

First of all, congratulations on making the decision to organize a career event for your Stanford cohorts. Navigating a career in this economy can be daunting, so we applaud your effort to help other alumni. And we've also made the first step a little easier by providing this toolkit of tips:

1.) Get to Know the Stanford Alumni Association's Career Resources

Did you know that the Stanford Alumni Association (SAA) provides a variety of helpful career resources for Stanford alums? From an exclusive, searchable alumni directory to a virtual career center, you can find all of SAA's career resources at [Stanford CareerConnect](#). Get started with our Quick Start Video and learn about the valuable resources you can market to your audience. For example, job seekers may be interested in the job board or alumni directory; and all alumni can update their professional profiles in the directory, register for an @alumni.stanford.edu email address to create authenticity on a resume, participate and network in our career-related social media, or join additional alumni groups. Stanford alumni have access to:

- a 211,000+ alumni directory
- career-related social media
- an alumni-only job board
- library databases
- a list of career coaches
- a virtual career center
- videos, guides, and livestreams (topics range from career coaching to entrepreneurship)

2.) Request Free Networking Materials

The Stanford Alumni Association provides materials to help create a memorable career event. Once you've planned your event, reach out to the [Stanford Alumni Association](#) at least one month before the event and we will mail the following items to you:

- Stanford folders for all participants
- Brochures/FAQs about Stanford CareerConnect
- Stanford pens
- Registration table sign
- Stanford nametags
- Schwag for attendees (varies: pins, key chains, etc)

3.) Choose Your Own Event

Ready to choose the topic, speaker and venue? Keep it simple, focused, and fun. Did you know that other alumni clubs are already organizing industry lunches, monthly meetings for job seekers, and even employer events? Reach out to other club leaders to review their efforts and learn from their experience. You may even wish to review [Stanford campus events](#) for inspiration. Look for events in your area or explore larger events beyond Stanford - these may help you identify opportunities to collaborate or to hold a networking event immediately following an existing talk or event. Be sure to stay up to date on SAA's [career-related social media](#), where you will find posts on career-related events happening across campus and across alumni clubs.

Scope. First, determine what you want your event to be. Is it a networking mixer? A panel of experts? A single speaker? A happy hour? Are employers invited? Next, consider the venue. Will you need a large space with IT capabilities? A house? A restaurant? Speaker events usually require a greater investment of time, planning and resources than networking mixers without a designated panel or speaker. **Tip: career events targeting young alumni have a higher attendance rate. Second tip: casual networking mixers, usually at a centrally-located venue with an ice-breaker activity, seem to be the easiest to launch.** Keep it focused. Consider an "Industry Breakfast" or a "Networking Dinner or Luncheon" for starters. You may also wish to bring in a career coach to prime the group with a resume workshop or a roadmap of hiring techniques. Visit CareerConnect to view the list of coaches, or search the directory. You can also reach out in our [LinkedIn group](#) to find coaches and recommendations. The [Stanford Club of San Francisco](#), for example, has a popular monthly job seekers meeting with a career coach who offers roundtable advice.

Topics and Speakers. Choose a topic for your club's event. Popular general topics include, "Job Seekers Monthly

meetings,” “Entrepreneurship,” “Technology,” “Small Business,” “Changing Careers,” or events pertaining to an industry, a skill, or a popular alumni speaker. You may wish to poll your club/group members, Stanford friends, or contacts for input and interest beforehand. Looking for a speaker? **Tip:** *use our career-related social media to reach the Stanford community to find speakers, panels, a career coach, or even a venue.* Simply post the request as a discussion topic on the [Stanford LinkedIn group](#).

Goals. You’ll find it helpful to set goals for your event. Meeting times, marketing, attendance expectations, and budgets will be important. **Tip:** *we’ve heard from other club leaders that charging a small fee for the event is one good method to lower the no-show rate.* Establish a project timeline and keep a list of contacts committed to helping you organize the event. Share the workload - assign tasks and set a schedule for regularly checking in with your team.

4.) Check out the Stanford Alumni Association’s Events Module

As an alum from an official club or online group, you have access to an events module. ([Contact your local club](#) if you are not yet connected.) Your local club can host the event on the club module or you can directly contact the [Stanford Alumni Association](#) for help in setting up the module. From posting the event to pricing the event, all the details for getting started [are here for official clubs](#). And when you’re ready to manage the registration, print nametags, or run reports, you’ll find [the right details here](#). The events module:

- Allows club event planners to post club events on the SAA event page and on their SAA-hosted club webpage
- Allows people to RSVP online for both free and paid events
- Accepts credit card payments for events that charge fees (if club has a bank account)
- Enables a club to email all event registrants
- Enables the club to keep track of event registration, print registration lists and nametags

5.) Advertise Your Event

Get ready and get going by letting the Stanford community know about your event. Advertise your event through your club page on the alumni website and in the regional newsletter. If there is not currently a regional newsletter, contact the regional manager for other possible marketing options. And post notices on our [career-related social media](#) (LinkedIn, Facebook, and Twitter) with the details of your event and a URL. When we see your event posted on our social media, we’ll re-share it, comment, and even contact other Stanford social media managers to get the word out. It is helpful to have someone

on your team who understands social media and can easily help spread the word. **Tip:** *consider an additional complementary social platform like a Facebook event page, or an Eventbrite invitation, to help reach your audience easily.* **Second tip:** *having a URL to share easily can be critical to successful marketing and attendance.* And don't forget to send reminders to the group in the weeks leading up to your event.

6.) Keep in Touch

Once you've launched a successful event, keep the connections open between participants. You can connect with one another through our social media, through email exchanges, and even talk and plan your next event together. **Tip:** *You may wish to set up a facebook page to foster communication.* And if you're hosting a larger event (35+ people), you may wish to contact your regional manager about conducting a post-event survey.

Thank you for taking the initiative to expand your professional development and help other alums along the way. The community appreciates and recognizes the commitment of remarkable volunteers like yourself.

Good luck & have fun!

~The Stanford Alumni Association