



Align Orientation Hosting Information

Thank you for considering hosting an Align Capital Region (ACR) Orientation to help advance our work! This information is intended to provide an overview of the Orientation’s purpose and desired outcome. Additionally, it offers venue design and set up so that we can partner together on hosting a successful experience for our guests.

Purpose

The Orientations provide an opportunity for ACR to connect with business, community and education professionals in throughout the Capital Region and to provide an overview of the Alignment model and answer questions about its principles, processes, structure, and technology.

Outcomes

The desired outcome of the Orientations is that these “meet ups” will increase the communities’ understanding of what ACR is, how it works, and expand its reach in the region. Furthermore, we want to connect passionate, community focused people and inspire them to join us in the work of solving challenging community issues.

Venue Design

People come to our Orientations after a full day of work and other activities—we want them to relax, enjoy some food, beverages, and experience some great networking conversations. During the mixer, we present a short program on Alignment to introduce them to the concepts, answer questions, and encourage them to engage with ACR. For these reasons, we seek out venues that promote networking and small group discussion.

Sample Program:

4:00 p.m.	ACR Team Arrives to Set Up
5:30-7 p.m.	Program
8:00 p.m.	ACR completes venue clean up

Venue and Venue Set Up: Orientations attract anywhere from 20-50 people, so we seek venues that can comfortably host this number and allow for accessible and ample parking. Examples of past venues include restaurants, the Falls Event Center in Roseville, and the Kings Experience Center. Because we want to provide an enjoyable and relaxing atmosphere, high-top tables with some regular table seating is preferred. We are happy to work with the venue’s onsite catering (or a preferred caterer) to provide an offering of light appetizers, water, non-alcoholic drinks, and when

available, a no-host bar. Align Capital Region can cover the costs of the catering, or, if a business in your area is interesting in sponsoring the event's catering, then we will recognize them in all event pre- and post-publicity, as well as at the event.

A venue with audio/visual equipment is a plus but if not, we have our own that we can bring.

Event Marketing and Outreach

ACR will send information about the Orientation event to its database of over 1,400 organizations, post the event information on its website, utilize EventBrite, Capital Public Radio's website, social media (Facebook, Twitter, and LinkedIn), mail postcards to local chamber of commerce members, and send the information to the media.

As the event host, we request your assistance with the following outreach at least four weeks before the event:

- ✓ Provide ACR with a list of your targeted contacts (name, email address, mailing address, phone number)
- ✓ Personal email and telephone call to your targeted contacts
- ✓ Post the event on your organization's website and social media accounts, and sharing ACR's posts about the event from your organization's social media accounts.

Please contact Heather McGowan, Marketing and Communications Manager, regarding marketing and outreach for your event: 916.673.8868 or heather@aligncap.org

Together, we can make this an informative and impactful event! Please contact us if you have any additional questions or need additional assistance: 916.923.9815 or info@aligncap.org.