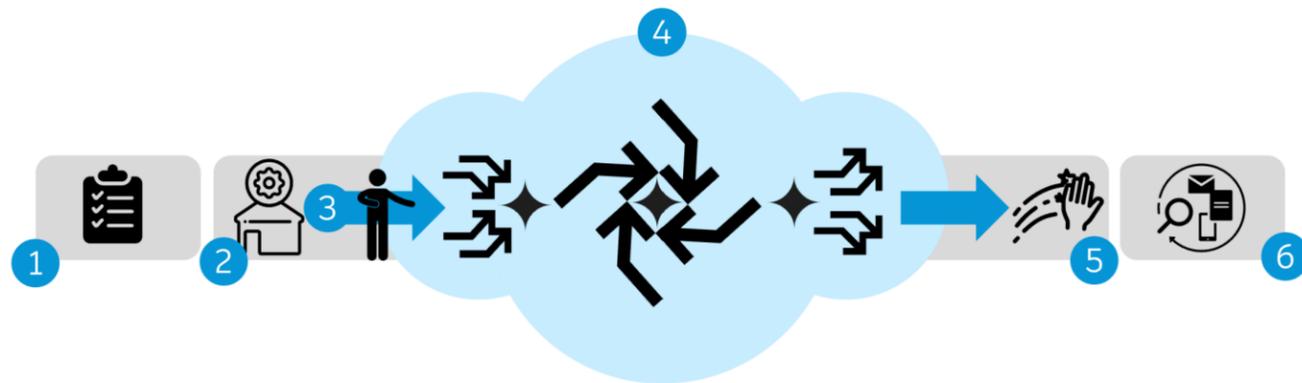


Hosting Events

Events are powerful containers for learning, building relationships, developing ideas, & getting inspired. In-person events can be especially powerful, but online events follow the same patterns.



Hosting takes work before, during, and after the event. Communities can form and deepen through the power of great events.

Recurring meetings follow the same structure. Repeating events create a heartbeat of a community. Post-event follow-up can directly inform pre-event preparation.

Large events follow the same structure, and have nested experiences based (for each day, for example).

1 Pre-event preparation

The planning team will need to connect and plan before the event to: set a date, find a venue, arrange logistics, and plan content. See [event strategy](#) & the [pre-event planning checklist](#).

2 Event set-up

Make enough time to get the space set-up. For physical events this includes AV set-up, arranging signage and furniture, and food. For virtual events this includes queuing up media & presenters.

3 Arrival and welcome

The right kind of welcome is critical, especially for new people. This moment sets the tone. As the host, how can you help people feel comfortable by orienting them to the space and other people?

4 The event

Every event agenda has a beginning, middle, and end. See [facilitation tips](#) for each section.

-  **The beginning** is when you bring people together, set intentions and goals, and convey the agenda.
-  **The middle** is when the magic can happen. Once people are together and oriented, you help the group do what you came here to do.
-  **The end** is when you bring people together to close your time together, and also set intentions for the future.

5 Post-event clean-up and capture

Make sure you have presentations, photos, & notes from the event. After physical events you'll need to clean up. This is a good time to debrief as leaders, & further enroll other people still there

6 Follow-up communications

Send an email or post summarizing what happened with pictures, presentation files or videos, and notes. Communicate and catalyze next steps, including future meetings. Do individual follow-ups to presenters and people you connected with.