



# **GURU U TOUR** EVENT-IN-A-BOX GUIDE

Follow these steps to execute an effective user group event of your own.

# OVERVIEW

Guru U 2016 is the name of our annual series of user group events. Branding for these events falls under the umbrella of “EMC Rocks.”

## Dell EMC ROCKS GURU U TOUR 2016

### SCOPE

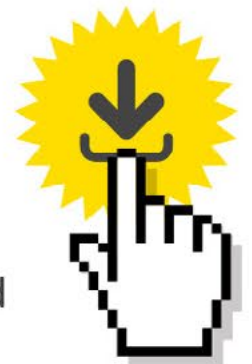
These events are designed for in-house/office user groups. You are responsible for:

- ✓ AUDIENCE ACQUISITION
- ✓ SPEAKER LINEUP
- ✓ EVENT-RELATED COSTS (food, beverage, etc.)

### FILE ACCESS

All visual assets are clickable and will download the print-ready file.

Click the download icons to access the source files if you need to make modifications.



### REGIONAL CONTACTS FOR GURU U

- ✉ JAY LIVENS
- ✉ MICHELLE ROCK
- ✉ SHANE MOORE



# PRE-EVENT PLANNING

6-8 WEEKS BEFORE EVENT

**REGISTRATION PAGE**

**APRIMO ACTIVITY GENERATOR**

**CONFIRMATION EMAIL**

If using Aprimo, your emails will automatically be created and sent.

## FIRST:

- ☑ Secure a location
- ☑ Line up caterer/food & beverage
- ☑ Book speakers

## INSTRUCTIONS

This outlines the Americas process.

Email **Shane** or **Michelle** for help in APJ or EMEA.

1. Update this **Word document** (DPS, Storage) to incorporate the details of the event
2. Fill out this form: <http://aprimo.corp.emc.com/aprimoactivitygenerator>; it is helpful to use the information from the document created in step 1
3. A member of the America's Audience Targeting Team (AAT) will reach out and request the Word document
4. A draft email will be delivered to you via Outlook
5. The AAT will provide you with a final email invite and associated landing page
6. The AAT will also setup a distribution registration report which you can use to track registrations

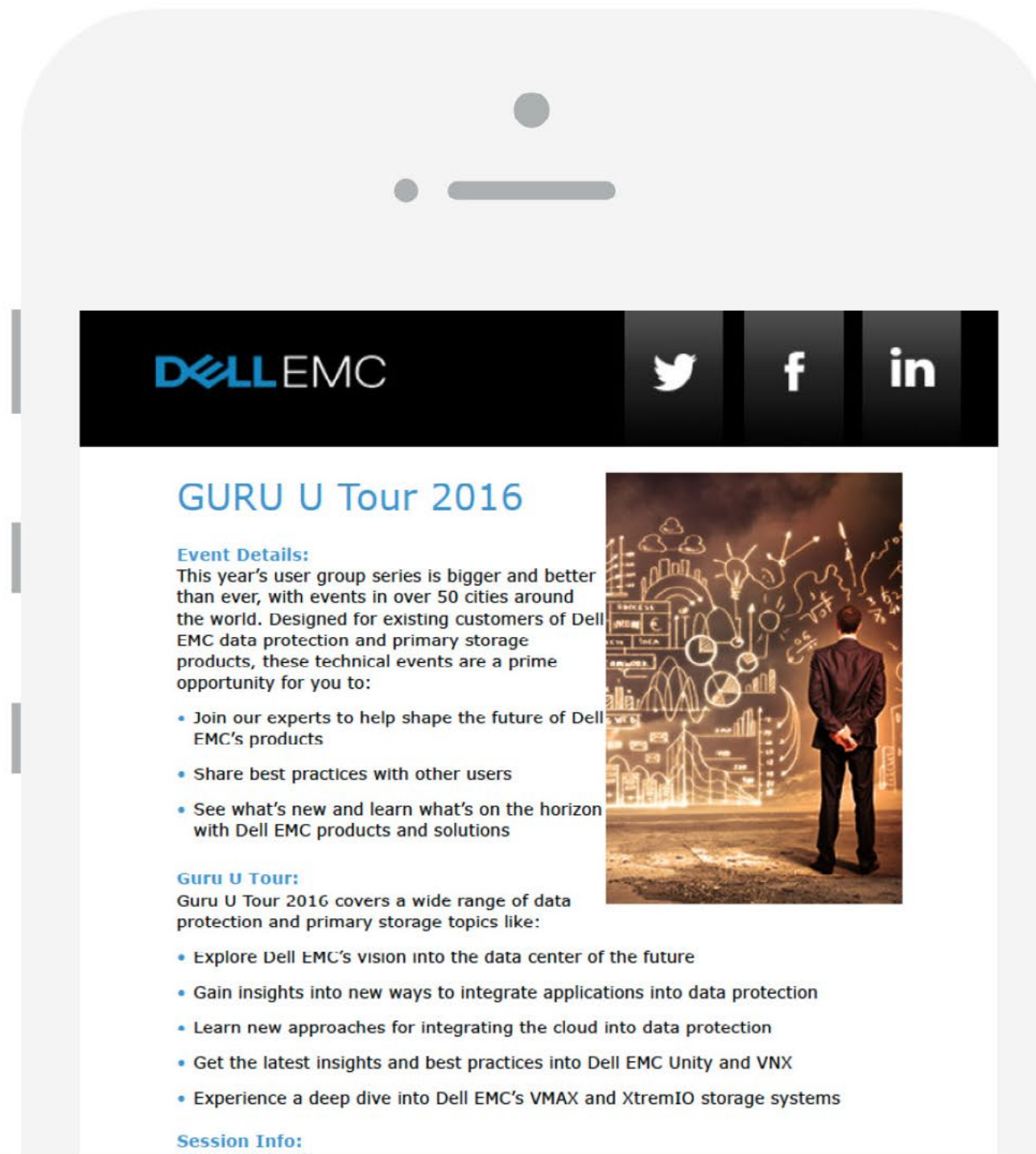
# PROMOTING YOUR EVENT

4-6 WEEKS BEFORE EVENT



## EMAIL INVITATION

Send your email and follow up with sales and customers.





# CONTENT, ASSETS, SWAG

2-4 WEEKS BEFORE EVENT

Contact your regional User Group Lead to determine if they have available swag and signage inventory.



 GROWLER



 BADGING



## BRAND ASSETS

Design elements for use in promotional materials.

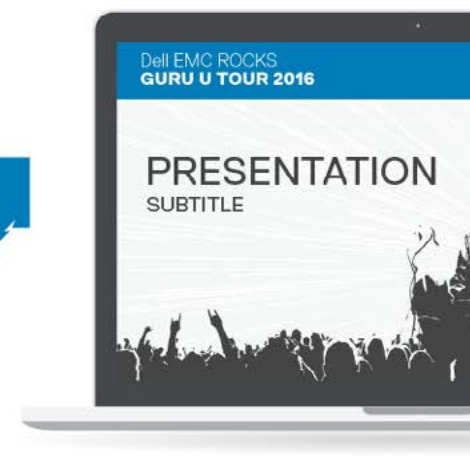


## PPT TEMPLATE

Create your own Guru U branded presentation.



## PREPARED PRESENTATIONS



## NDAs AND SURVEYS



## ROLLUP



## SIGNAGE



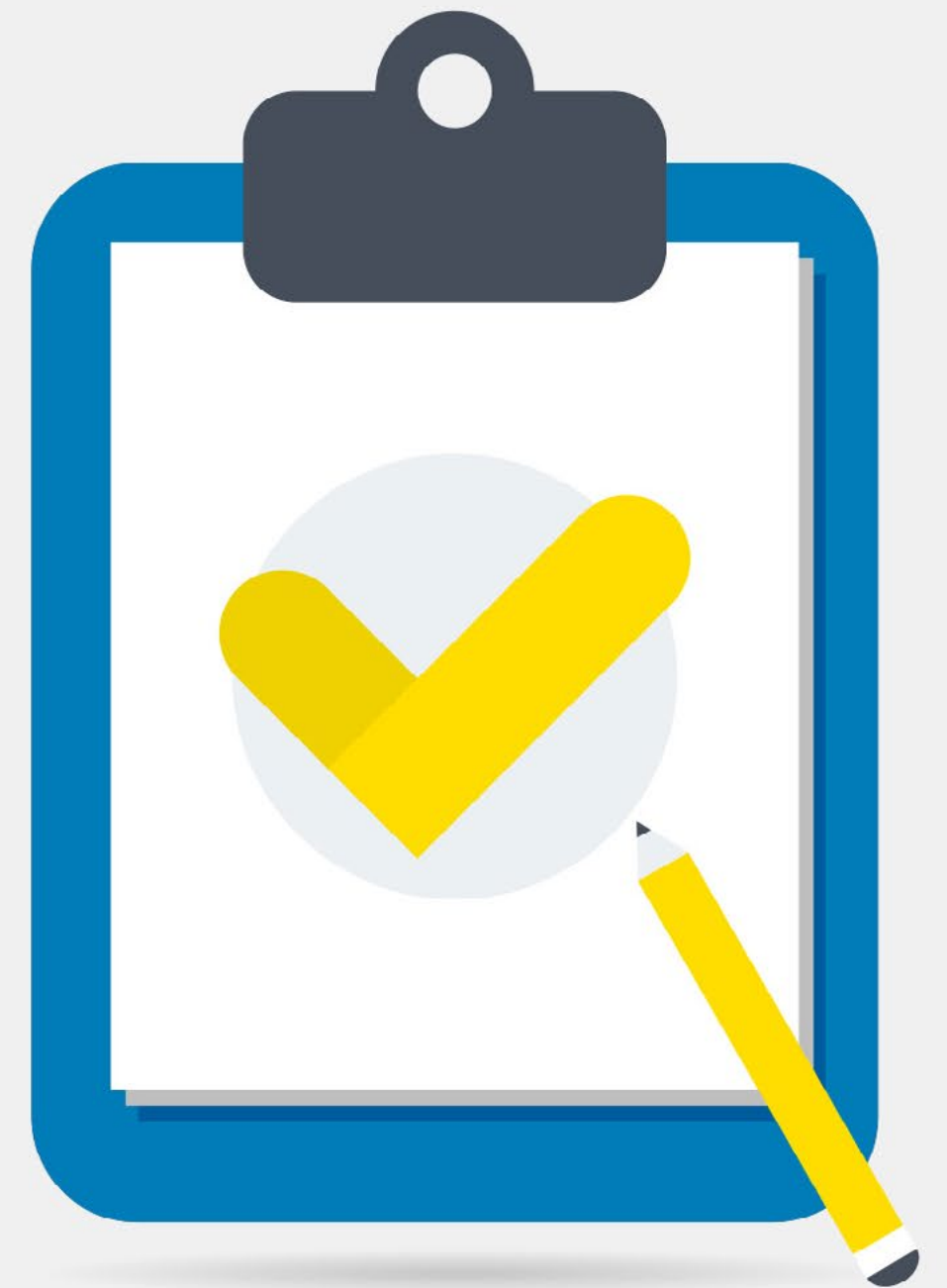
# THE EVENT

## 1-2 WEEKS IN ADVANCE

- ✓ Confirm registrations and food orders  
Account for any late registrations
- ✓ Verify that all event email reminders were sent out via Aprimo
- ✓ Confirm speakers and finalize content

## DAY/EVENING BEFORE EVENT

- ✓ Ensure your boxes with all items have arrived  
Account for all items
- ✓ Ensure room is ready (AV, Internet, etc.)
- ✓ Put on a smile and have a great event
- ✓ Remember to have customers fill out NDAs and surveys





# FOLLOW UP

1 WEEK POST EVENT



## THANK YOU EMAIL

Customize this example email as needed before sending.



Liz Felner

**From:** Liz Felner  
**Sent:** Wednesday, October 5, 2016 11:51 AM  
**To:** Liz Felner  
**Subject:** FW: EMC GURU U Tour 2016 - post-event thank you note.



Dell EMC The GURU U Tour 2016 :

Tuesday, September 13, 2016  
New York, NY

Dear Roman,

Thank you for attending Dell EMC's GURU U event in New York; we appreciate your joining us and hope that you found it valuable.

Your feedback is very important to us. Please complete our survey [here](#) for your chance to win a BB!! The drawing will take place during the reception, and you must be present to win.

Your local Dell EMC team is available to answer any questions that you might have and has complete access to the usergroup content. Feel free to reach out to them if you would like a deeper conversation on any of the topics that were covered.

Finally, the GURU U event series would not be possible without your participation and every year we thoroughly review all feedback received. If you have any thoughts on what we can do to make the program better, please feel free to email me directly at [jay.livens@dell.com](mailto:jay.livens@dell.com).

Thank you again for your support.



## POST-MORTEM MEETING

Meet with fellow event organizers, stakeholders, and any key vendors you want to include to discuss how the event went.

It's important to identify successes and failures so they can be replicated or avoided for your next event.



# CHECKLIST

## PRE-EVENT

- Secure a location
- Line up caterer / food & beverage
- Book speakers
- Set up registration page
- Set up email invitations
- Create/prepare content
- Gather or print event collateral (signage, banners, badges, etc.)
- Order event swag
- Verify event email reminders went out
- Confirm registrations and food orders. Account for any late registrations.
- Confirm speakers and finalize content
- Ensure your boxes have arrived. Account for all items.
- Ensure room is ready (AV, Internet, etc.)

## THE EVENT

- Put on a smile and have a great event
- Remember to have customers fill out NDAs and surveys

## POST EVENT

- Send Thank You emails
- Conduct post-mortem meeting