

GURU U TOUR EVENT-IN-A-BOX GUIDE

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



OVERVIEW



EMC ⚡ ROCKS

THE GURU U TOUR 2016


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.”

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 on the  icon to download 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

All fields below are required, with the exception of "Event Venue Address Line 2" field.

Activity Base Fields

Title

Description

Additional Fields

Division

Activity Theater

Activity Region

APRIMO ACTIVITY GENERATOR

EMC²

{{100:4:First Name}},

Thank you for registering for the following event:

What: DPUG User Group
 When: Thursday, September 17, 2015, 2:00PM - 6:00PM
 Where: Top Golf
 10611 Nall Avenue
 Overland Park, KS, 66207
 Phone: 913-562-9713

CONFIRMATION EMAIL

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

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

PROMOTING YOUR EVENT

4-6 weeks before event

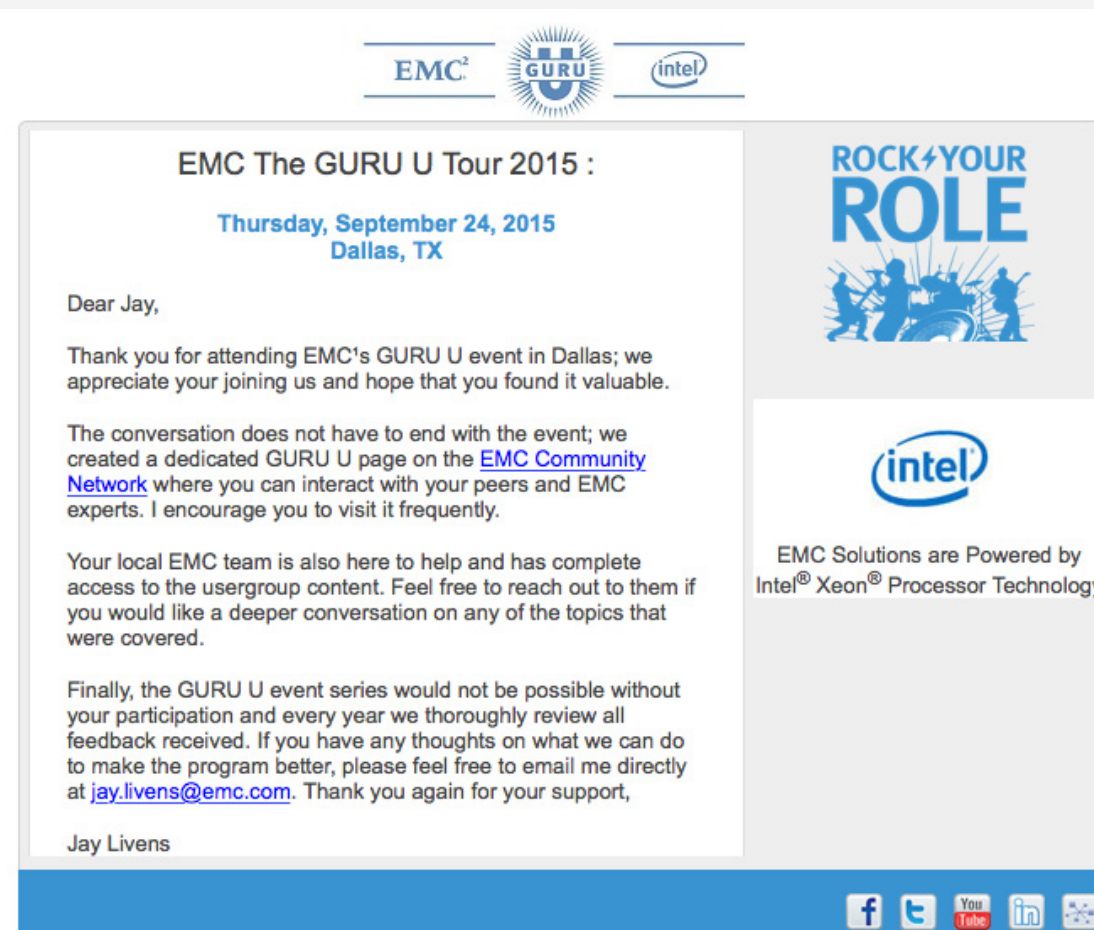


EMAIL INVITATION

Send your email and follow up with sales and customers.

EMC²

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CONTENT, ASSETS, SWAG

2-4 weeks before event

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



 BOTTLE



 BADGING



 APPAREL



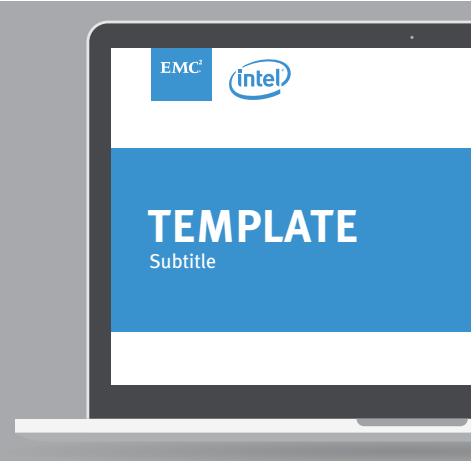
BRAND ASSETS

Design elements for use in promotional materials.



PPT TEMPLATE

Create your own Guru U branded presentation.



PREPARED PRESENTATIONS

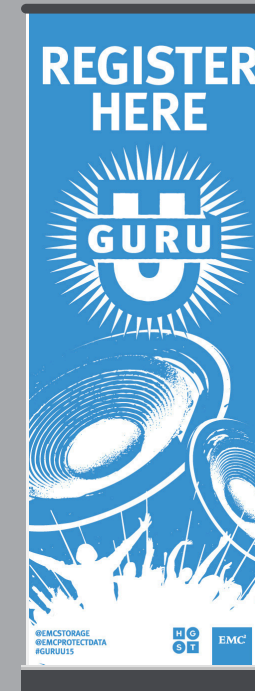
PRESENTATION
Subtitle



NDAs AND SURVEYS



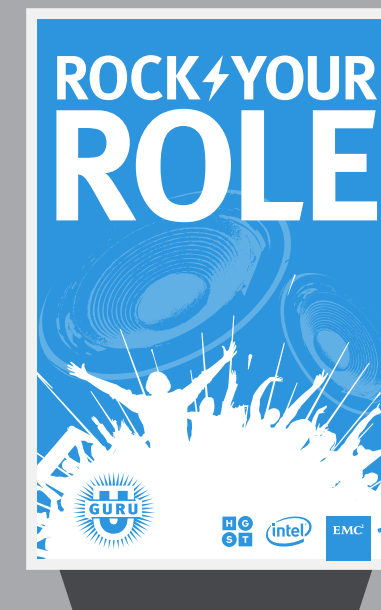
ROLLUP



POSTER



SIGNAGE



THE EVENT

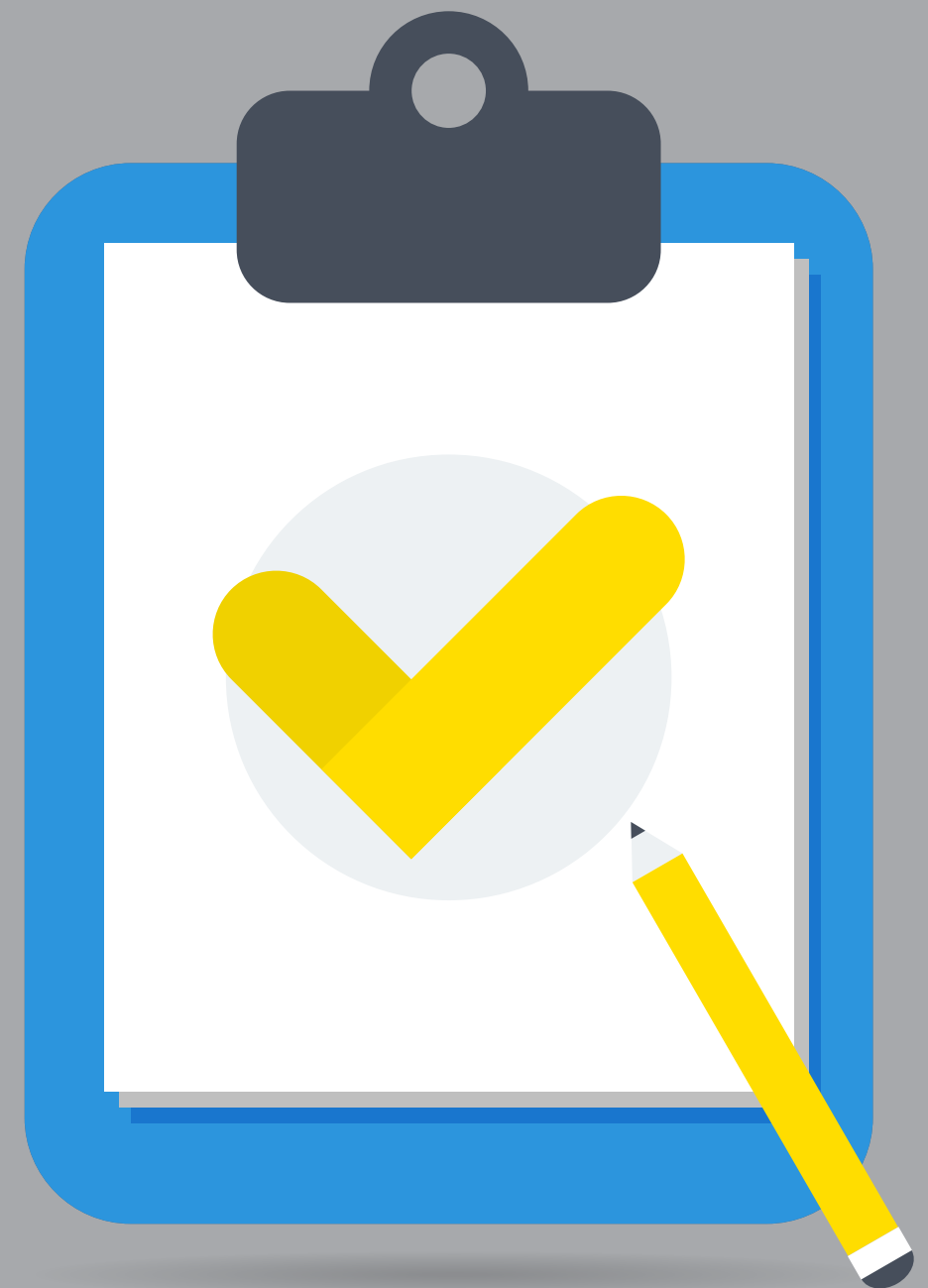


1-2 WEEKS IN ADVANCE

- ✔ 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



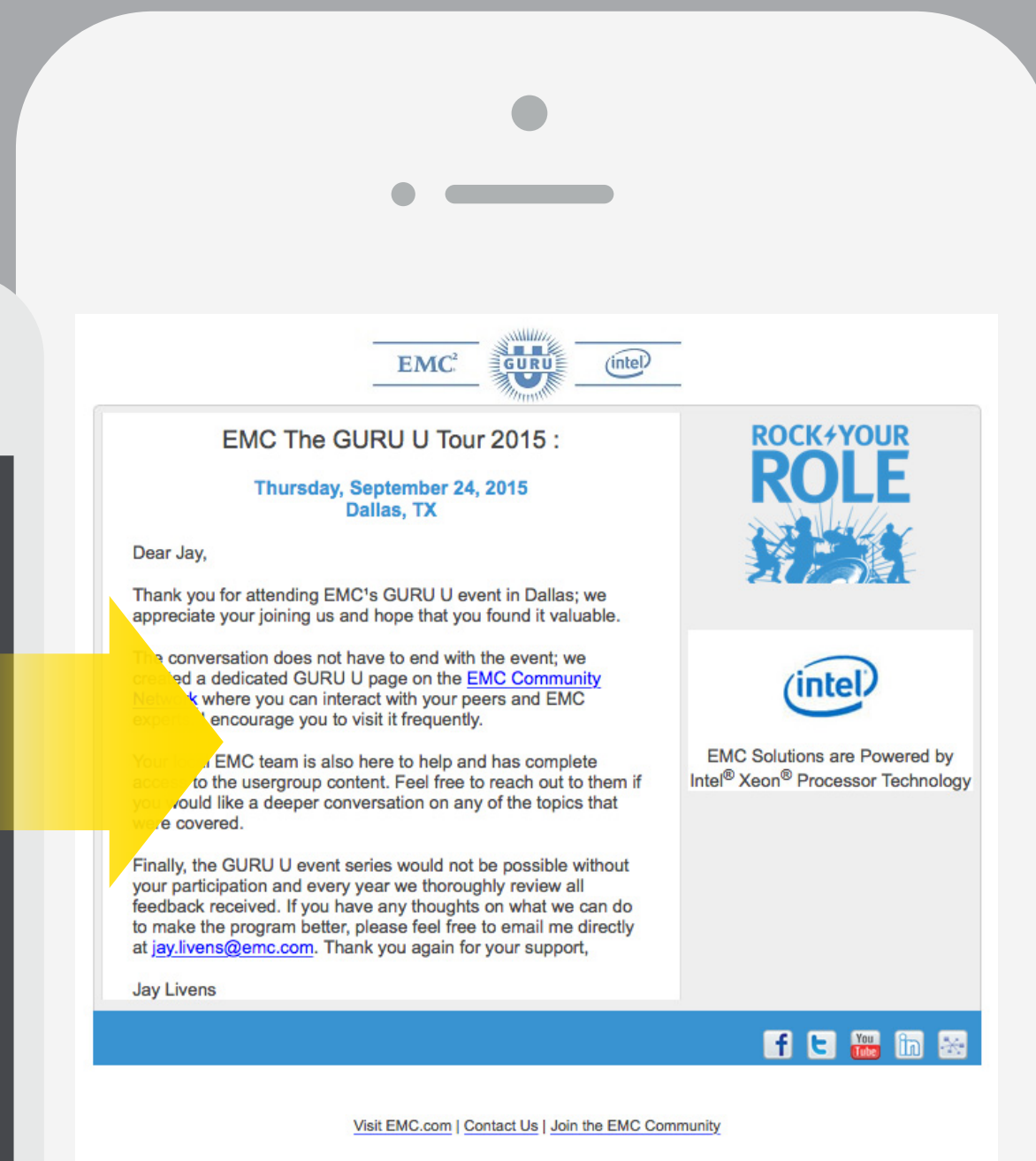
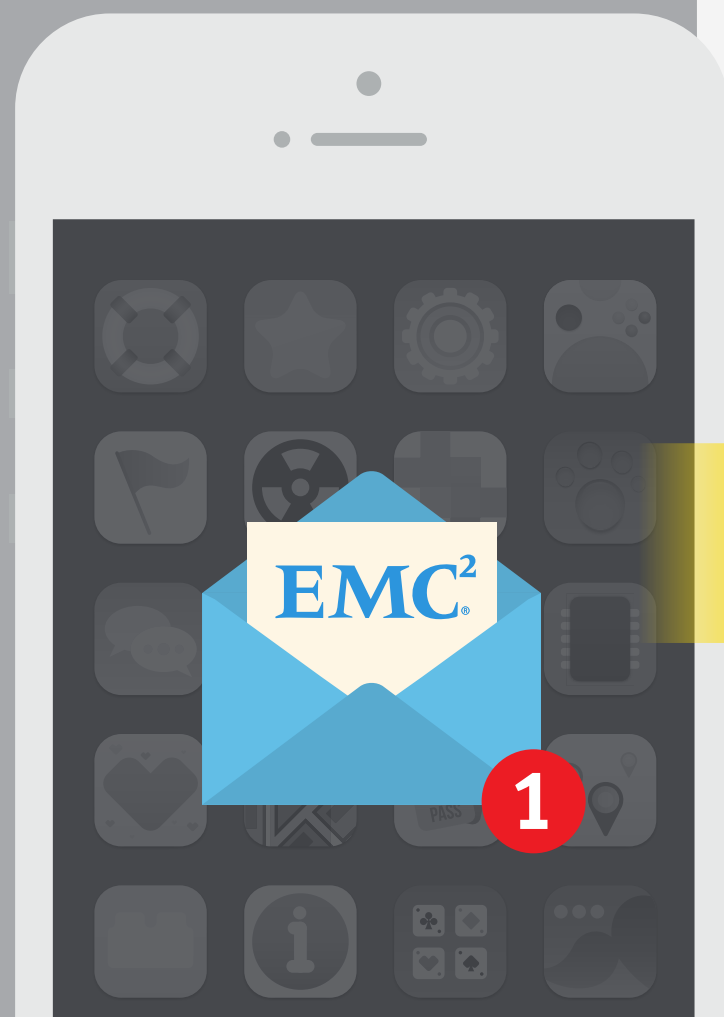
FOLLOW UP

1 week post event



THANK YOU EMAIL

Customize this example email as needed before sending.



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