



NYC ACCELERATOR **HOST AN EVENT TOOLKIT**



Table of Contents

<i>Introduction</i> _____	1
How to Use This Toolkit _____	1
Best Practices for Event Planning _____	1
<i>Planning Your Event: Who, Why, and What</i> _____	2
<i>Event-Planning Checklist: Lunch and learn</i> _____	4
Preparing for Your Brown-Bag Lunch _____	4
Hosting Your Brown-Bag Lunch _____	4
<i>Event-Planning Checklist: Webinar</i> _____	5
Preparing for Your Webinar _____	5
Hosting Your Webinar _____	6
<i>Presentation Content</i> _____	7
<i>Resources for Promoting Your Event</i> _____	8
Event Invitations (Email) _____	8
Social Media _____	9
Newsletters & Web _____	9
<i>Capturing Leads After the Event</i> _____	10

Introduction

How to Use This Toolkit

To accelerate NYC's transition to carbon neutrality, we need to educate the building industry about resources available to facilitate a just transition. From the real estate industry to service providers, to business decision-makers and building occupants, we have a wide net to cast. We look to program partners like you to help us cast that net and connect with decision-makers in communities across the five boroughs.

Think of this toolkit like an “event in a box.” You'll find checklists for event planning and hosting, sample language to promote your events, and presentation content. We've mapped out the processes, so you don't have to. In return, we'll offer experts from our team to participate in your events.

Best Practices for Event Planning

- 1) Define your goal and your target audience.
 - What are your audience's information needs?
 - Identify people who can best speak to those needs. Contact [NYC Accelerator](#) for support at info@accelerator.nyc or (212) 656-9202.
- 2) Allow enough time (at least 2 weeks) to promote your event to your audience.
- 3) Leverage free tools to promote and host your event.
 - [Eventbrite](#) is an event registration and marketing tool. The free plan allows you to create event listings and custom registration forms, as well as email attendees and track email metrics. You can use Eventbrite to promote both virtual and in-person events.
 - [Canva](#) is an easy-to-use, turnkey online graphic design platform that you can leverage to create graphics to promote your event. The free plan provides access to hundreds of templates, design types, photos and graphics so you can create graphics to promote on social media, in emails and on your website.
- 4) Ensure your event is accessible for all attendees.
 - Consider accommodations for people with hearing or visual disabilities.
- 5) Follow-up with attendees.
 - Solicit audience feedback to gauge success of event.
 - Capture contact information for people who would like to receive follow-up from NYC Accelerator.
 - Go to page 11 for a ready-made post-event survey for your use.

Planning Your Event: Who, Why and What

Identifying Your Goal

To help you plan your event most effectively, ask yourself the following questions:

- + What is the purpose of this event?
- + Why should attendees want to register for the event?
- + What are the key pieces of information you want attendees to remember?

Identifying Your Audience

Your goals will be defined by your target audience. As you think about your event goal and subject, think about your audience.

- + Who is your audience?
- + What are their needs?
- + How large of an audience are you planning to invite?
- + When is your audience available? E.g., during or after 9 AM – 5 PM, only on weekends?

Your answers to these questions will help you identify the best format to use for this audience.

Identify the Optimal Event Format for Your Audience

Lunch and Learn

What is it? A lunch and learn is an informal meeting in the workplace that trains people on a specific topic. As the name suggests, these meetings often take place during the lunch hour and attendees bring their own food, but the meetings can take place during any time of the day. The smaller, casual environment allows individuals to spend more time asking questions and engaging with each other.

Lunch and learns are best suited for:

- + Smaller group settings
- + In-person meetings
- + One to two presenters diving deep into a subject
- + Cap at one hour
- + Live engagement with presenters

Webinar

What is it? A webinar is a virtual broadcast that covers a topic or range of topics in a given time and often with a panel of presenters. Participants may engage with hosts and presenters via a chat box and/or Q&A box. Hosts may moderate the Q&A by allowing attendees to ask questions live, or by moderating the questions from chat.

Webinars are best suited for:

- + Larger, group settings
- + Virtual environment
- + Broader, larger audience, slightly more tech-savvy
- + Panel presentations with 3-4 presenters with varying expertise in subject matter
- + 60 minutes recommended; cap at 90 minutes, including a Q&A (question and answer session)
- + Moderated Q&A via chat box
- + Distributing recording after the event

Event-Planning Checklist: Lunch and Learn

Preparing for Your Lunch and Learn

- 1) Identify your target audience.** Who from your organization or building should be in attendance?
Recommendation: Invite building owners, property managers, property developers, occupants, service providers/contractors, and/or operations and maintenance staff.
- 2) Select a speaker.** A brown-bag lunch is informal and relaxed in nature. Discuss the meeting with your network and recruit a confident facilitator who understands the material and can easily guide the conversation and answer questions that arise. Once a speaker is determined, you can set your date and time.
Recommendation: Contact NYC Accelerator to learn if there is a representative available to attend and/or speak at your event at info@accelerator.nyc or (212) 656-9202.
- 3) Book a time and place.** You may need to get approval from necessary stakeholders before planning your lunch and learn. Confirm time, resources, schedule, and budget for the meeting to ensure approval. If possible, consider providing snacks, drinks, or food. Plan to promote the session for about 2 weeks, giving prospective attendees ample time to plan their schedule around the session.
Recommendation: With the necessary approvals, work with your workplace's administrative staff to reserve a room available over lunchtime on your targeted date. Choose a space with ample room for attendees.
- 4) Create the content.** To deliver a session that is structured, well thought out, and ultimately creates enduring value for the audience, work with the speaker to make an outline of the points you want to cover. For a brown-bag lunch, you may choose not to include a presentation or slides and instead lead an informal conversation.
Recommendation: Review the presentation content, talking points and topics available within this toolkit. Follow your outline to guide the discussion or organize slides to present at your event.
- 5) Promote the event.** Decide on a promotional plan — create and post flyers, send emails to your networks and consider other communications channels like newsletters or Yammer message boards. A few days prior to your webinar, be sure to send reminder emails.
Recommendation: Review the sample promotional content on page 9 of this toolkit and fill in the placeholders with your event information.

Hosting Your Lunch and Learn

Once your attendees have gathered at the meeting venue, allow time for the group to get settled and begin their lunch.

Begin the session with housekeeping items such as silencing cell phones and encouraging open discussion and questions throughout the meeting. Your speaker(s) should kick off the discussion with an overview of NYC Accelerator, and then cover the topics identified from the provided [slide deck](#). Pause frequently for reactions and questions from the audience. Ask questions to promote open dialogue.

Incorporate a question and answer (Q&A) session toward the end of the meeting. To garner feedback on your event, poll the group informally to gauge their feedback.

Event-Planning Checklist: Webinar

Preparing for Your Webinar

- 1) Identify your target audience.** Who from your organization or building should be included?
Recommendation: Building owners, property managers, occupants, service providers, and/or operations and maintenance staff.
- 2) Select a speaker.** This will depend on what format you want to go for: host and presenter, single presenter, dual presenter, or a panel. Recruit confident and articulate presenters who have a solid understanding of the material and can take time to sufficiently prepare for the session. Once speakers are determined, you can set your date and time.
Recommendation: Contact NYC Accelerator to learn if there is a representative available to attend and speak at your webinar.
- 3) Choose a webinar software.** Some organizations may have an existing platform in use like Microsoft Teams or Skype, others may need to review webinar software available in the market. Choose your tool and conduct a rehearsal with speakers to ensure technology is functioning as intended.
Recommendation: Select your software based on the scale of your event. For larger events, you may need to pick a software like Eventbrite that also comes with engagement tools like customizable landing pages for registration. For smaller events, consider using a free tool like LinkedIn Live or Zoom Meetings
- 4) Create the content.** To deliver a session that is structured, well-thought-out, and ultimately creates enduring value for the audience, make an outline of the points you want to cover. Coordinate with all relevant parties to confirm the flow of information well in advance.
Recommendation: Review the [presentation content](#) and topics available within this toolkit. Feel free to reorganize slides to work for your specific event.
- 5) Promote the event.** Decide on a promotional plan — send emails to existing prospective attendees and promote the session on your social media pages, consider

promoting on your organization's newsletter or website. A few days prior to your webinar, be sure to send reminder emails.

Recommendation: Review the sample promotional content in this toolkit and fill in the placeholders with your event information.

Hosting Your Webinar

Plan to join the webinar platform at least 15 minutes prior to the start time to confirm all technology is working as desired, and that speakers are prepared for the presentation. Ensure that speakers and presenters are in a quiet location with minimal distractions and background noise, whether using video or just audio.

Once your attendees have gathered online, begin with general housekeeping items such as preferences around using cameras and mics, if attendees should post their questions in the chat box or wait until the end of the presentation, and review the agenda for the call.

Your speaker(s) should begin the meeting with an overview of NYC Accelerator, and then cover the topics identified from the provided [slide deck](#). Incorporate a Q&A session toward the end of the meeting or throughout different points during the session.

Once the webinar has concluded, post a link to the [evaluation form](#) in the chat box for attendees to respond to.

Presentation Content

Use [these slides](#) and talking points to share about NYC Accelerator and New York City's local building energy laws with your audience.

Take note of the Building Action NYC activities that you and your audience can engage with, e.g., submitting a referral, adopting your building, and more.

Resources for Promoting Your Event

Event Invitations (Email)

Subject: Join us on **[DATE]** to learn how a carbon-free NYC is possible with your help.

Body copy: We're Hosting an [NYC Accelerator](#) Event!

NYC Accelerator, sponsored by the NYC Mayor's Office of Climate & Environmental Justice, works with thousands of buildings across the five boroughs to build a cleaner future by lowering pollution and carbon emissions.

The City made a commitment to reduce greenhouse gas emissions 80% by 2050 — the level that the United Nations projects is needed to avoid the most dangerous effects of climate change.

NYC Accelerator provides building stakeholders with resources on understanding local laws, connections to local contractors and service providers, options for financial support, and expert technical assistance through every step of the process.

Join us on **[DATE]** for a NYC Accelerator **[Webinar]** or **[Brown-bag Lunch]**. We'll discuss how NYC Accelerator is working to achieve its decarbonization goals, and ways you can get a plan in place for your building to help achieve a carbon-free NYC.

- **What:** **[TITLE OF YOUR EVENT]**
- **When:** **[TIME OF YOUR EVENT] [DATE OF YOUR EVENT]**
- **Where:** **[LINK TO MEETING] or [LOCATION OF MEETING]**

[If webinar, include registration link]

Event Reminder (Email)

Subject: Are you joining us at [EVENT NAME]

Body copy: Join us on **[DATE]** for a [NYC Accelerator](#) **[Webinar]** or **[Brown-bag Lunch]**. We'll discuss how NYC Accelerator is working to achieve its decarbonization goals, and ways you can get a plan in place for your building to help achieve a carbon-free NYC.

- **What:** **[TITLE OF YOUR EVENT]**
- **When:** **[TIME OF YOUR EVENT] [DATE OF YOUR EVENT]**
- **Where:** **[LINK TO MEETING] or [LOCATION OF MEETING]**

[If webinar, include registration link] // [if Brown-bag lunch, include meeting location]

Social Media (LinkedIn)

We're Hosting an [NYC Accelerator](#) Event! NYC Accelerator, launched in 2012 by the NYC Mayor's Office of Climate & Environmental Justice, works with thousands of buildings across the five boroughs to build a cleaner future by lowering pollution and carbon emissions.

Join us on **[DATE+TIME]** for a NYC Accelerator **[Webinar]** or **[Brown-bag Lunch]**. We'll discuss how NYC Accelerator is working to achieve its decarbonization goals, and ways you can get a plan in place for your building to help achieve a carbon-free NYC

[If webinar, include registration link] // [if Brown-bag lunch, include meeting location]

Newsletters & Web

We're Hosting an [NYC Accelerator](#) Event! Join us on **[DATE]** to learn how a carbon-free NYC is possible with your help.

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- **What:** **[TITLE OF YOUR EVENT]**
- **When:** **[TIME OF YOUR EVENT] [DATE OF YOUR EVENT]**
- **Where:** **[LINK TO MEETING] or [LOCATION OF MEETING]**

[If webinar, include registration link] // [if Brown-bag lunch, include meeting location]

Post-Event Follow-Up

You've hosted the event, so now what?

It's a best practice to follow up with your attendees. In a follow-up email, you can share a survey to capture attendees' feedback on the content and offer a way for them to connect with NYC Accelerator. As a free resource, we are here to provide technical assistance at no cost.

Plug [this survey](#) into the chat for your webinar and/or send a post-event email to capture leads from the event.

Survey link: <https://forms.office.com/r/K2sRn1m5Qf>