



Qiskit Community Team

Event Planning Resource Guide

ALSO AVAILABLE VIA BOX AND W3 SITE

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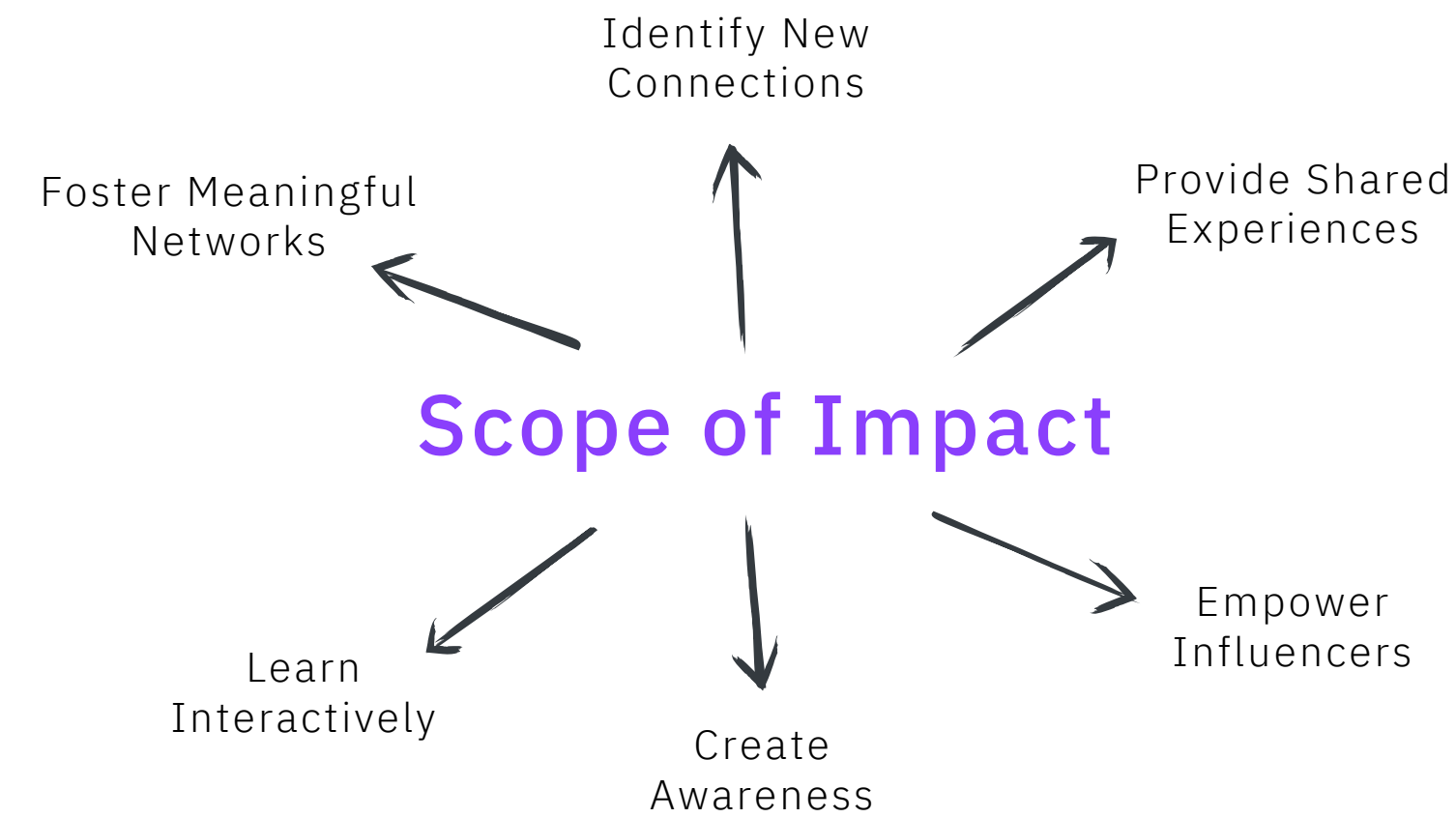
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Section I

Qiskit Community Event Squad

Engage, educate, and empower global Qiskit community growth and passion through innovative and meaningful quantum events and shared experiences.

The Qiskit Community Events Squad is best categorized as a Support / Resource squad - here to collaborate with and for other teams and squads to produce and maximize the impact and perception of Qiskit events and experiences globally.



Responsibilities

HOST, SUPPORT, & COMMUNICATE

- Ensure alignment of event strategy, branding, and platforms
- Confirm events are not in competition with each other
(in terms of calendar, region, and audience targets)
- Communicating company and department wide with global calendar
- Support social promotions on Twitter
- Provide resources and support for event planning and logistics
- Facilitate swag design and orders
- Facilitate marketing and branding support
- Connect communities and/or external resources to events

Services

PROVIDE, CONNECT, & FACILITATE

- Platform consulting & sourcing
- Vendor sourcing & management
- Venue sourcing & management
- Logistics planning, support, & execution
- Speaker sourcing, training, & support
- Swag design, creation, & ordering
- Equipment & supply ordering
- Internal event process advisement & support
- Event compliance
- Sponsorships
- & MORE!!!

Qiskit Community Event Squad

Primary “Resources”

EVENT SQUAD MEMBERS AND AREA SPECIALTIES



- Sponsorships
- Global Event Strategy & Alignment
- Social Media

SUZIE KIRSCHNER

THEME LEAD / TEAM MANAGER



- Event Logistics & Management
- IBM Processes & Policy
- Expert Resource
- Swag

JOSIANE EMORINE



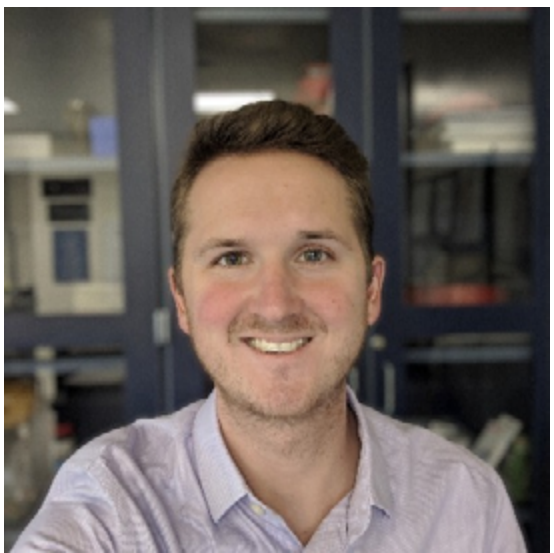
- Legal & Policy Oversight
- Registration & Communications
- IBM Processes & Policy

KALLIE FERGUSON



- Tier 1 Events
- Virtual Events
- Event Logistics & Operations
- Asset Research & Identification

JOSIE KIES



- University Hackathons
- Community Driven Events
- Education & Student Engagement

BRIAN INGMANSON

Whether it’s a low-touch, tier 3 engagement via livestream, or a high-touch, tier 1 face-to-face event activation, the event squad is available to support everyone and every events success!

Section II

Event Tools, Guidelines, and Resources

Qiskit Community Event Planning

Collaboration & Synergy Waypoints

Events are unique in that they often (almost always) span across many teams. Events are engaging education opportunities, focused on community **growth**, **development**, and **promotion** that rely heavily on **digital** assets, **communications**, and **marketing**. They overlap **regions**, and are globally affected by team and company **guidelines**, **restrictions**, and **best practices**.

In order to best support every group and team as we continue planning events around the world, the Events team wanted to share a check list of some of the required (and recommended) check points throughout the planning process - and some insights into known risks and pitfalls you may want to avoid.

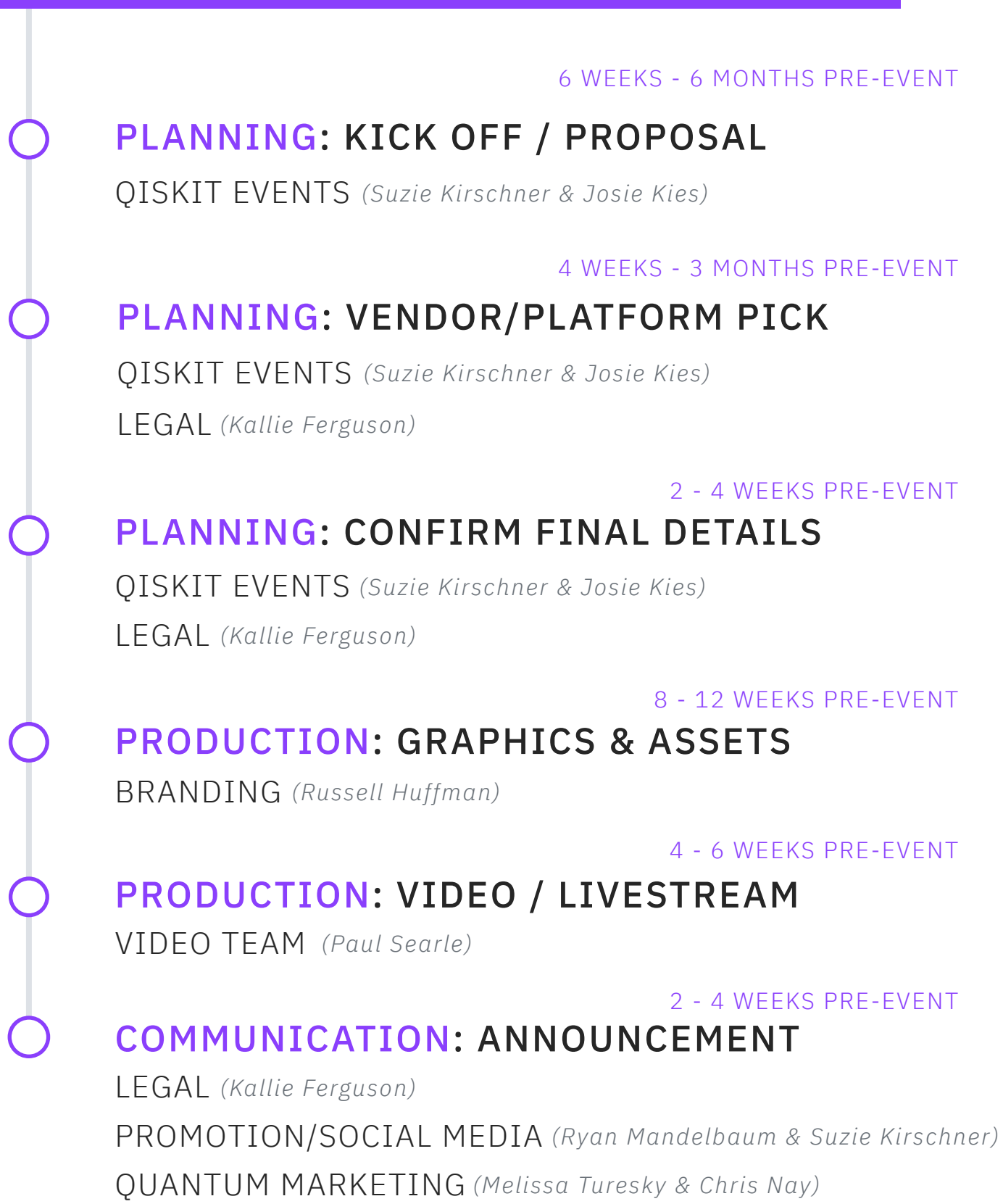
Cross-Team Stakeholders

From initial proposal to final details, these are the key contacts from across the team that should be involved or included in event development, planning, and/or communications.

<div>EVENTS</div> <div>SUZIE KIRSCHNER JOSIE KIES</div> <div><ul style="list-style-type: none">• Updates IBM Quantum & Global Calendars• Confirm scheduling with other events/engagements• Provide assets, process insight, and resource support• Communicates aãçnd represents to wider-team• (as needed) Planning & logistics support</div>	<div>WEBSITE</div> <div>LERON GIL SALVADOR DE LA PUENTE</div> <div><ul style="list-style-type: none">• Updating website landing page• including a web post• site-related requests/additions</div>
<div>GROWTH</div> <div>ANAMITA GUHA KAYLA LEE</div> <div><ul style="list-style-type: none">• Connect with local partners• Tie into local growth efforts• Support network growth & outreach</div>	<div>GRAPHIC ASSETS</div> <div>RUSSELL HUFFMAN</div> <div><ul style="list-style-type: none">• Creation of assets• Review of assets• Ensures brand-representation and visual quality across all events</div>

Key Waypoints

Throughout the planning process - it's important to **stay aligned and transparent with various teams**. Whether it's a legal risk or liability, related to branding or general consistency, or simply creating visibility for your whole team, **communication is key**.



Key Terms

Content *(n.)* Tailored and created reach with the goal of informing, educating, and growing the community through the creation and sharing of valuable and relevant content

Engagement *(n.)* Customized “offer” built to leverage idea/activation that will achieve a target objective. Combines a message with interactive components and desired output or product.

Event *(n.)* Targeted experience scheduled with designated date, time, location; has takeaway goals for participant and invested time and multi-level engagement from participant.

Collaboration *(n.)* Two or more people working together towards shared goal(s).

Partnership *(n.)* an association of two or more people or organizations that work together, share responsibilities, risks and rewards. Avoid use for legal reasons.

Sponsorship *(n.)* An investment that yields a commercial return – investment can be made in financial, material, or human terms.

Tier 1 *(adj.)* Pillar event for OKR -- All-Hands Support -- High Touch/Impact to target community segment(s) -- Public and Wide Promotion

Examples: Qiskit Global Summer School, Qiskit Camps, Grace Hopper

Tier 2 *(adj.)* Milestone event for OKR -- Team Review & Input Support -- Medium-to-high touch/impact to target community segment(s) -- Public and Targeted Promotion

Examples: NSBE, Careers in Quantum Computing Panel, APS

Tier 3 *(adj.)* Contributing event for OKR -- Squad-Contained -- Limited Team Support -- Medium Touch/Impact to target community segment(s) -- Limited & Targeted Promotion

Examples: University Hackathon, Quantum Team BBQ

Qiskit Community Events Event Planning Toolkit

General Event Planning Checklist

Does your event have a “winner”? Is it a contest? Are their prizes for participants?

If you answered yes, **your event will require formal terms and conditions.**

Are you collecting information about participants? Requiring sign ups or registrations?

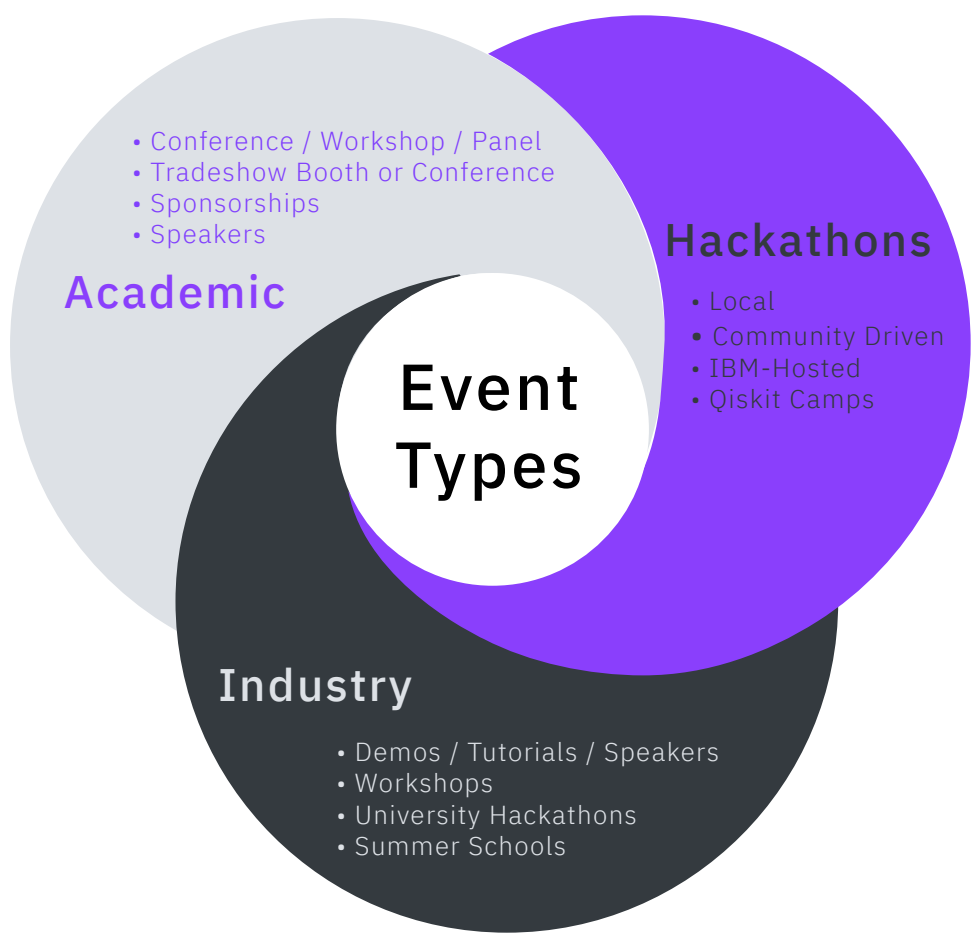
Are you taking and/or sharing any photos or videos that will have participants in them?

If you answered yes, **your event will require a photo and privacy waiver.**

- ☐ **CLEARLY IDENTIFIED TEAMS & LEADS**
Every project contribution should have an assigned lead
- ☐ **COMMUNICATION & PROMOTION PLAN CREATED**
Schedule & copy created for all public-facing comms
- ☐ **EVENT SCHEDULE & AGENDA FINALIZED**
Both internal and external-facing versions
- ☐ **COMMUNICATION METHOD FINALIZED**
Identify how and where live-event communications will be
- ☐ **VIRTUAL TOOLS & PLATFORM FINALIZED**
Clearly identify and source the appropriate platforms
- ☐ **REGISTRATION**
Optional for informal events or open-ended invitations
- ☐ **CODE OF CONDUCT**
Required for all events!
- ☐ **CHECK IN WITH LEGAL!**

Current Active Event Structures

- Community Hackathon(s)
- Global Virtual Hackathon(s)
- Summer School(s)
- Quantum Challenge(s)
- Qiskit Camp(s)



& OTHER COMMUNITY ACTIVATIONS

Qiskit Community Events

Tools & Platforms

Virtual Platforms

Unless they will not be able to work for your event, please use one of the platforms listed below as they are used by the larger community team.



BEMYAPP
CONTACT JOSIE KIES

- Qiskit Camp Online
- Qiskit Hackathon Global



HACKEREARTH
CONTACT BRIAN INGMANSON

- University/local hackathon
- Community-led hackathon



YOUTUBE LIVE
CONTACT PAUL SEARLE

- Presentations
- Seminars
- Pre-produced content



CROWDCAST
CONTACT BRIAN INGMANSON

- Workshops with Q&A
- Summer School
- Community Presentations



CISCO WEBEX

- Know Before You Go
- Retrospective

OTHER PLATFORM ASSESSMENTS AVAILABLE

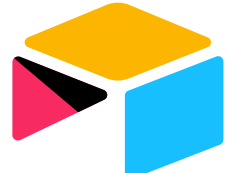
DevPost, Inftuitive, Goosechase, Adobe Connect, On24, and more!

Management Tools



EVENTBRITE

- Invitations
- Registrations



AIRTABLE

- Project & Event Planning
- Surveys & Registrations
- Forms



TRELLO

- Project Management
- Task Management
- Collaboration



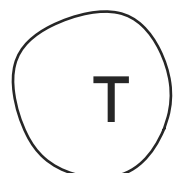
MURAL

- Project Management
- Collaboration
- Retrospectives



BOX

- File storage & sharing
- Collaboration & editing
- File distribution



TYPEFORM

- Surveys

As we all represent Qiskit and IBM Quantum globally, the tools and visuals that we use should demonstrate **alignment** and **cohesiveness** - so please defer to the platforms listed for all virtual events and **work within your team** to make sure that the materials and visuals created follow the IBM Quantum and Qiskit Community **brand guidelines**.

Resource Appendix

Event Toolkit Resource Index

- Event Resource Central
- Virtual Event Guide Download & Website
- University Hackathon Planning Guide
- Event Planning Checklist Box & Website
- **Template(s):** Event Planning Airtable
- **Template:** Event Planning Overview
- **Reference:** Staff & Operation Schedule
- **Assets:** Qiskit Community Event Photos
- **Assets:** Logos, Wordmarks, & Brand Guide
- **Reference:** Event Branding & Asset List
- **Reference:** Digital Asset Templates
- Qiskit Code of Conduct (CoC)
- CoC Violation & Incident Reporting Form
- **Sample:** Event Norms
- **Sample:** Communications Plan
- **Reference:** Registration Form

See Full Index on Box!

Event Planning Tools

- Eventbrite
- Airtable
- Trello
- Mural
- Box
- Typeform

General Asset Sites

- Qiskit Textbook
- Qiskit Advocates
- Qiskit Learning
- Qiskit Events

Qiskit Online

- Twitter
- Youtube
- Slack Community
- Website
- Medium Blog
- Github

Connect with the Event Squad on Slack, or via email at qiskit.events@us.ibm.com!