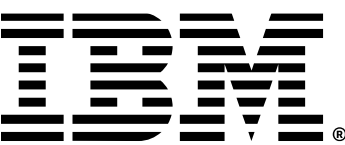
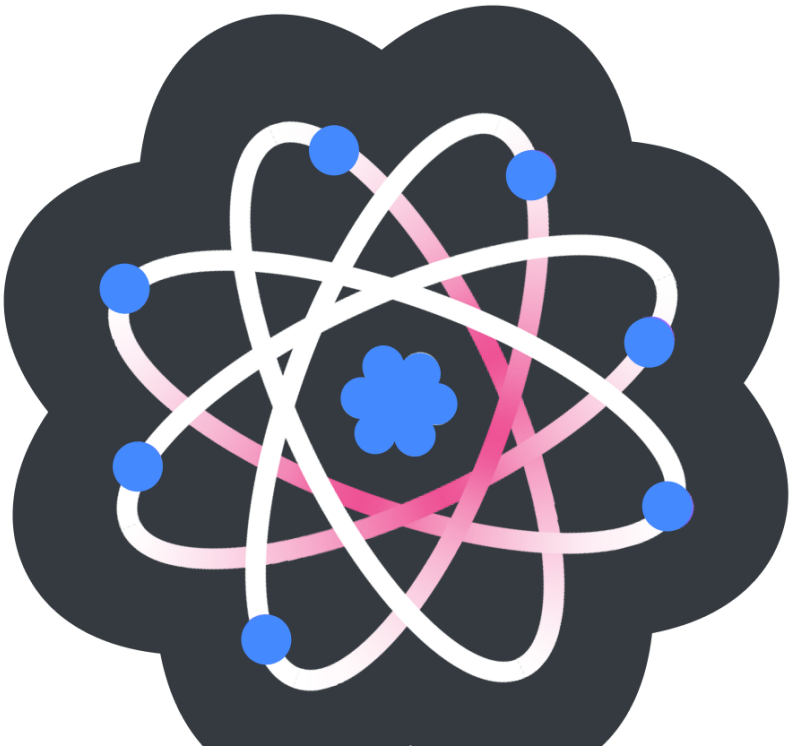


Building a Successful Event

Aaliyah Fowler
Quantum Event Manager &
Marketing Producer
IBM



Century of Quantum



The Building Blocks Matter



Pre-Event



<p>Definition</p> <ul style="list-style-type: none">• Determine purpose/objectives of your event• Select format of event (In-Person vs Virtual, Hackathon, challenge, etc.)• Set goals for you and your planning team	<p>Resources Needed</p> <ul style="list-style-type: none">• Determine what you need to make this event a reality• Event team, mentors & judges• Learning tools (Qiskit), Event tools, etc.• Venue (In-Person) or platform (Virtual)	<p>Promotion</p> <ul style="list-style-type: none">• Create flyer or blog with details & event incentives• Social networks (Twitter, Discord, etc)• Campus resources (Newsletters, boards, etc)• Word of mouth
<p>Registration</p> <ul style="list-style-type: none">• Decide on a tool – Google forms, AirTable, Eventbrite, etc• Ask the necessary questions• Send official confirmation	<p>Communications</p> <ul style="list-style-type: none">• Website for updates• Select comms central – Slack, Discord, etc• Send reminders and resources• Host pre-events – Workshops, socials, etc• Attendee Guide	<p>Logistics</p> <ul style="list-style-type: none">• Finalize:<ul style="list-style-type: none">• Event timeline• Venue/Platform needs• Equipment & technology• Food & beverage (In-person)• On-site roles• & more

Registration

Make sure you ask essential & pertinent questions such as:

- First & last name
- Email address
- Experience in Quantum Computing or Qiskit
- Level from 0 (beginner) to 10 (expert)
- Institution (if you are hosting for external attendees)

If you are hosting an in-person event, make sure you add:

- Dietary restrictions
- Phone number
- Emergency contact & phone number

Additional questions you can consider:

- How did you hear about this event?
- Which of the following best describes your interest in Quantum Computing or Qiskit?
 - Teaching students, learning, specific quantum topics, etc.

Make sure you send out a confirmation email and if possible, a calendar invite!

Include all necessary details (date, time, what to bring)

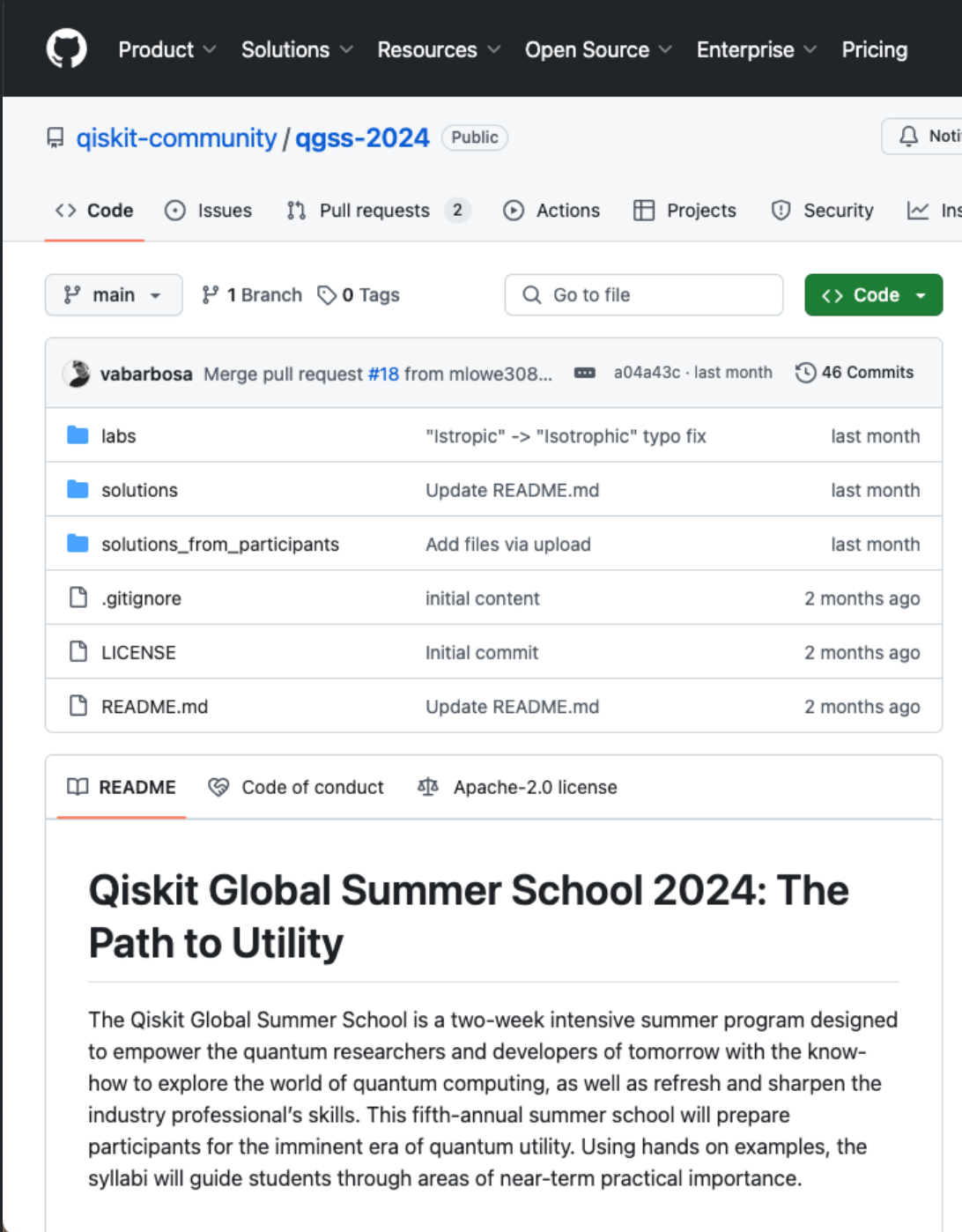


Pre-Event

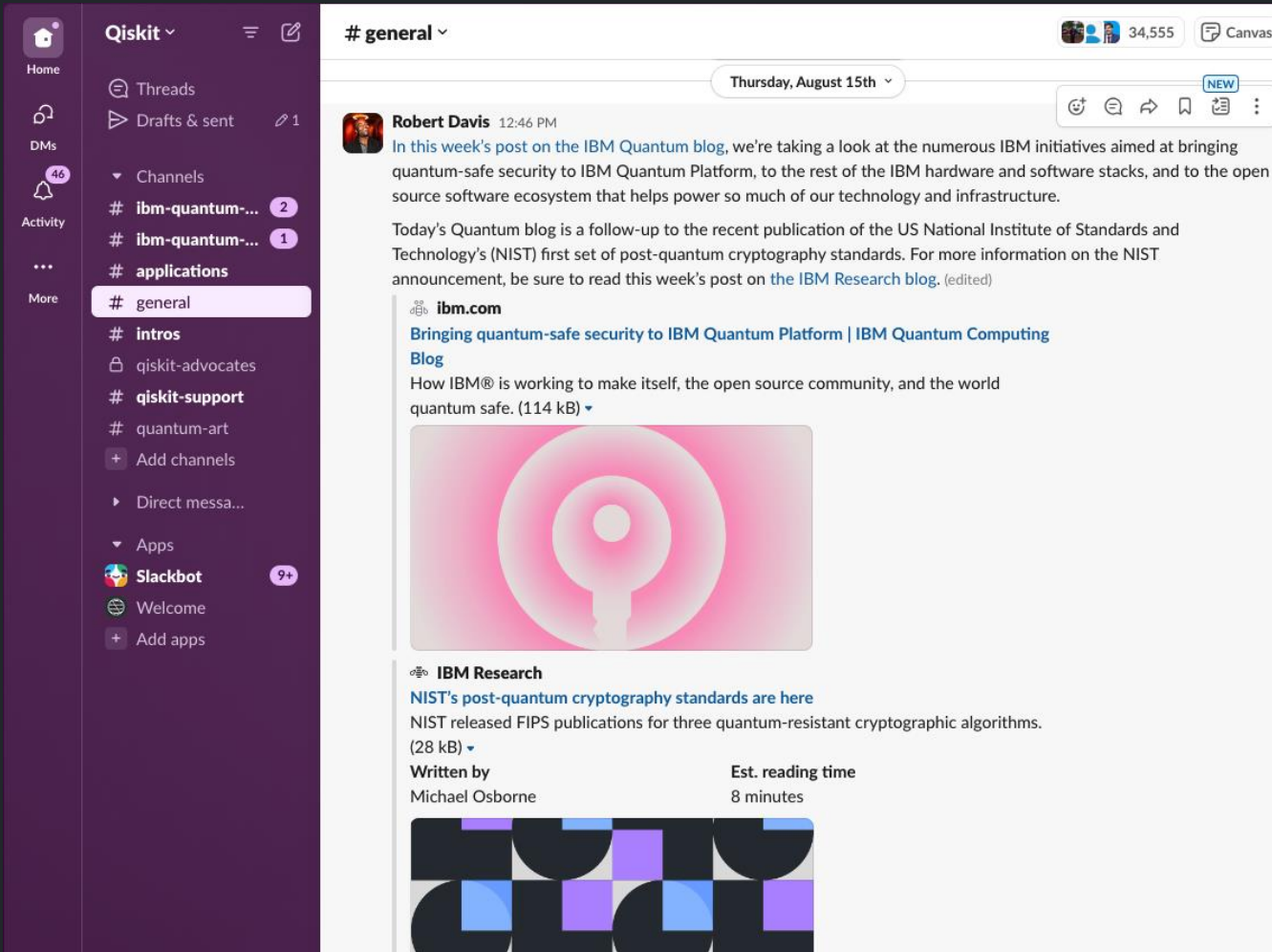


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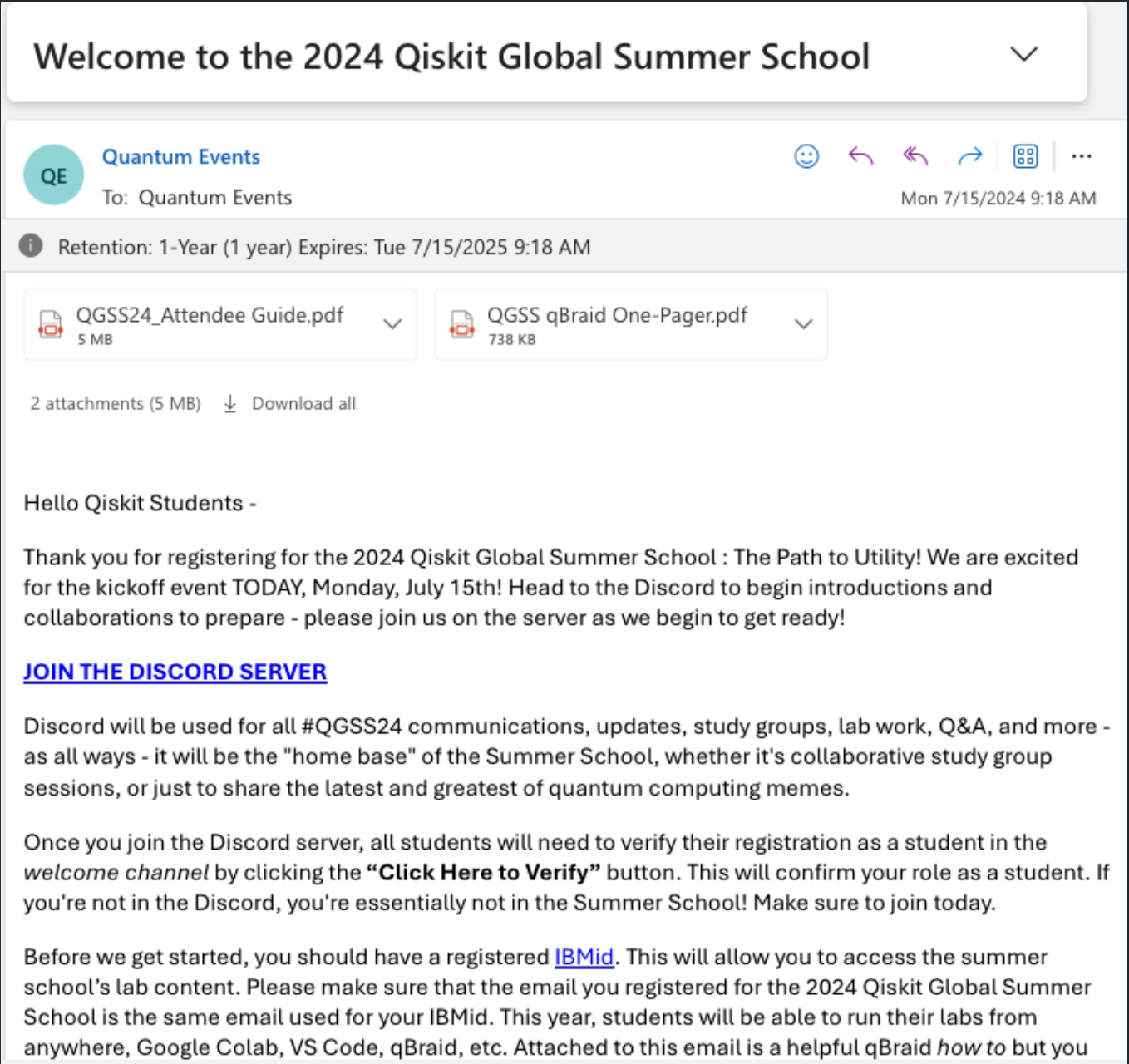
Communications



Website
Create your own or
use site like GitHub!



Active Messaging
Applications like
Slack or Discord are
great!



Send Reminders
Life gets busy, it’s
good to remind about
event!

Communications



Pre-Events
Get social with your attendees ahead of the event!

Early Access
Summer School
2024
The Path to Utility

Attendee Guide
#QGSS24

IBM

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About the Summer School

Resources

Lecturers and Lab Creators

Schedule

Labs & Lectures

Discord

Certificates

Code of Conduct

FAQs

Support

Get Started

IMPORTANT!

Please make sure and use [Google Chrome](#) for headache-free course access.

QUICKLINKS

Key Locations

[Discord Server](#)

[Lab Portal](#)

[Live starting June 18]

Qiskit Global Summer School 2024

We appreciate your support in keeping this experience for registered attendees only, and welcome your feedback and suggestions for any improvement. Please do not share the lecture and lab materials outside the attendees of the Qiskit Global Summer School.

2

Attendee Guide
Optional, but a good all-in-one resource.

Qiskit Fall Fest 2025

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Pre-Event



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Logistics

[QGSS 2024] - The Path to Utility				
Data Automations Interfaces Forms				
Team Sheet Event Timeline Early Access Registration Mentor Sign Up Global Registration Create a ticket Post Event Survey Badge Application Closing Panel Questions Sup				
Views Grid view Hide fields Filter Grouped by 1 field Sorted by 1 field Color Share and sync				
Name Category Status Due Date				
CATEGORY				
Attendee Comms				
14	Qiskit Announcement?	Attendee Comms	Complete	5/20/2024
15	Attendee Guide Created	Attendee Comms	Complete	5/24/2024
16	Create Discord Server	Attendee Comms	Complete	6/3/2024
17	Registration Goes Live - Public	Attendee Comms	Complete	6/10/2024
18	Early Access Attendee Guide Distributed	Attendee Comms	Complete	6/10/2024
+				
CATEGORY				
Graphics & Swag Count 5				
19	Begin Branding brainstorm	Graphics & Swag	Complete	2/29/2024
20	Finalize Event Flyer	Graphics & Swag	Complete	5/24/2024
21	Create Bios	Graphics & Swag	Complete	6/10/2024
22	Create Certificates	Graphics & Swag	Complete	6/21/2024
23	Create Badges	Graphics & Swag	Complete	6/24/2024
+				
CATEGORY				
Communications Count 11				
24	Confirm Engagement Platform(s)	Communications	Complete	4/25/2024
25	Create Communications and Promo Plan	Communications	Complete	4/26/2024
26	Create Discord Server	Communications	Complete	5/8/2024
27	Create Engagement Content (Copy, Tweet, Website)	Communications	Complete	5/10/2024
28	Registration Goes Live - Early Access	Communications	Complete	5/20/2024

There are many logistical tasks associated with running an event!

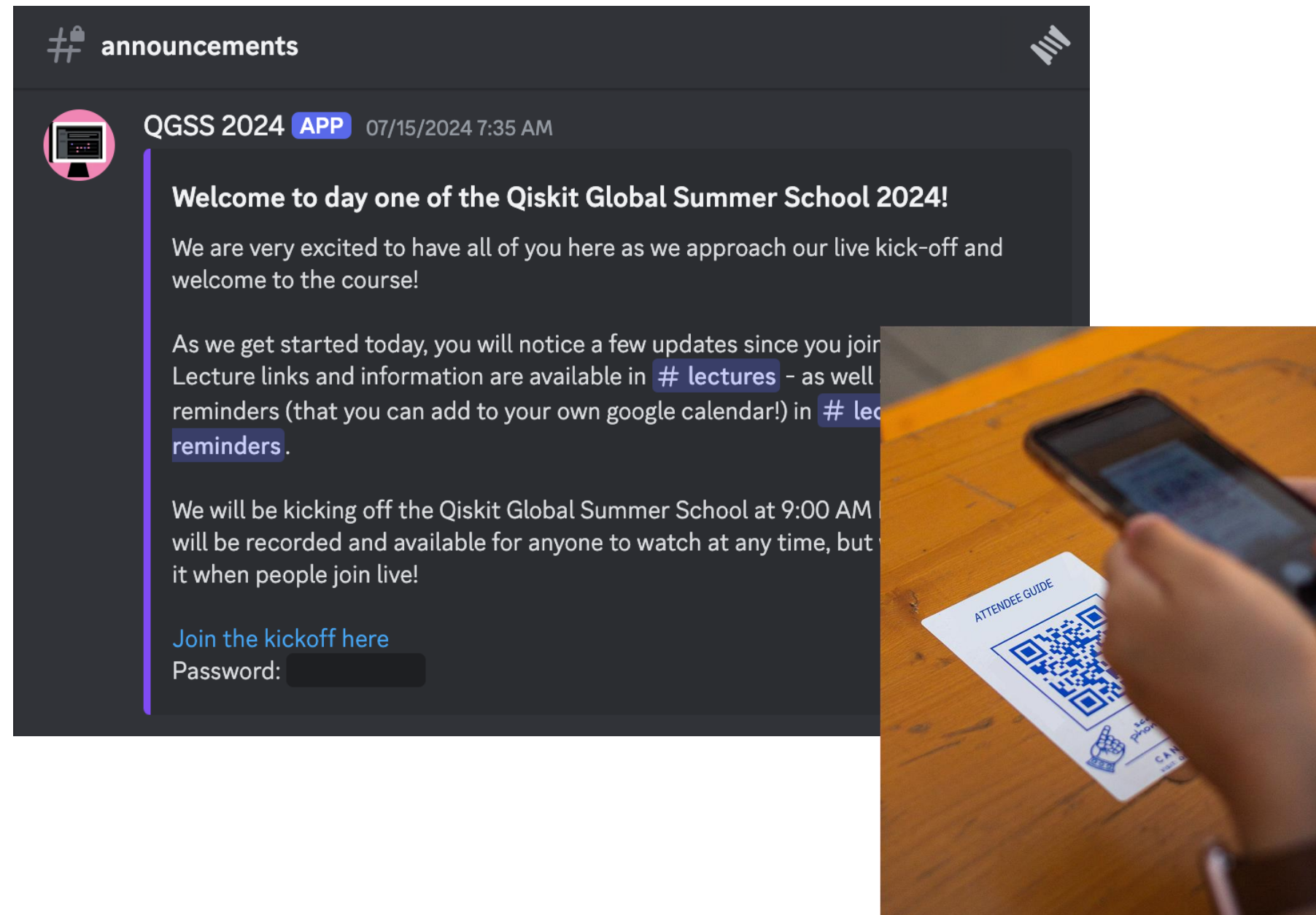
I suggest using a Project Management tool such as AirTable or Monday to keep track of tasks and timelines!



It's Event Day!

- Event reminders
- Arrive early
- Attendee Guide/
Schedule on-site
- Provide clear
explanations & where
they can ask
questions

Send reminders and have
guides/resources easily
available.



Event

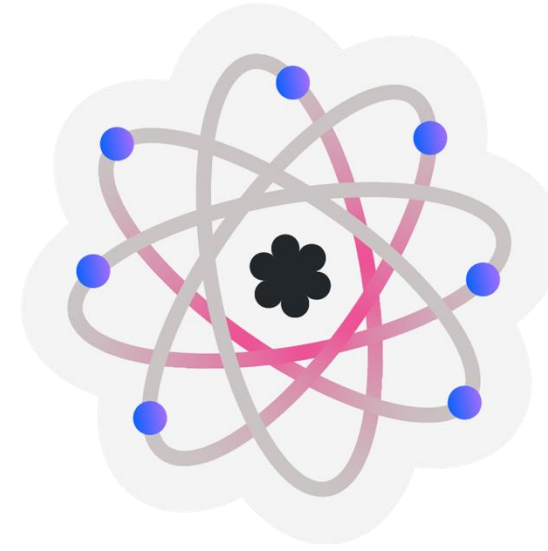
Be as prepared as you can be
but be ready to pivot if need...
and most importantly **have
fun!**

Day!

Post Event



- Send *Thank You* email
- Next steps in Quantum Computing
 - Additional resources
 - Other Quantum Events
 - QC groups they can join ect.
- Post-event survey



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