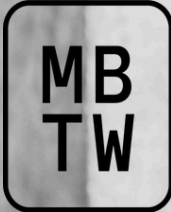




MB TECH WEEK

Tech Everywhere: explore how technology is woven into every aspect of life.

EVENT HOSTING GUIDE



MbTech Week is a special, week-long showcase of the best and brightest in Manitoba's vibrant tech community, with events for all ages and abilities. This year's theme, **Tech Everywhere**, explores how technology is woven into every aspect of life.



Our event last night was wildly successful. It went over time, about 95% of those who bought tickets showed, and we had a host of other walk-ins. What an amazing night!!

- Kristina Irvine, Director, Talent Acquisition, SkipTheDishes

Thanks for the opportunity to participate in Tech Week. I think we had a great audience for our webinar, and it gave us a chance to tell the wider tech community about the work we are doing at EMILI in digital agriculture technology. **- Dan Lussier, EMILI**

Testimonials

We had about 30 folks show up at our MB Innovators breakfast and I need to tell you the conversation was fantastic. It was also a great cross-section of industry, not-for-profit leaders, politicians, and start-up entrepreneurs.

You guys put on a heck of a suite of events this week and you should be really chuffed with yourselves about bringing the community together. I had the opportunity to meet a ton of great folks who are doing what they're doing for the love of their province, city, and because they see the potential for Manitoba to become a true prairie innovation powerhouse. Thank you again for creating that opportunity for the CCI team and so many others this past week.

- Jess Sinclair, Council of Canadian Innovators



Steps to Plan a MbTech Week Event



Why Participate?

Hosting an event during Mb Tech Week is a great opportunity to engage with the tech community, share knowledge & innovations, and be seen as an industry leader. This step-by-step guide to help you plan and execute a successful event.

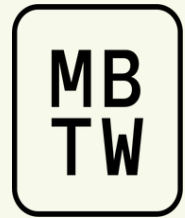
Submission Process

Once your plan is ready, [submit your event proposal here](#). The Tech Manitoba team will review and approve event proposals within 2 weeks. Approved events will then be added to the [interactive event calendar](#) and promoted in the MbTech Week marketing plan.

NEW! WE'VE MOVED UP OUR DEADLINES

Applications to host an event are now due by December 31, 2024.

Apply to host an event: <https://mbtechweek.ca/submission-form/>



Event Hosting 101

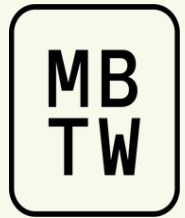
Key Details for Hosting:

- **Celebrate Manitoba's Tech Diversity:** Your event should highlight the role of technology in Manitoba. Whether your organization is a traditional tech company or tech-enabled, we encourage you to highlight your work during MbTech Week.
- **Event Planning & Hosting:** Your team will plan and host the event, with Tech Manitoba promoting it on the MbTech Week website and event calendar.
- **Flexible Formats:** Choose from virtual, in-person, or hybrid formats for your event. Event dates should fall within the range of February 24 - March 2, 2025.
- **Amplify Existing Events:** If you already have events planned, consider aligning them with MbTech Week to expand your reach and generate more excitement.
- **Seamless Participation:** Complete the [hosting application form](#), and upon approval, your event will be featured on the official MbTech Week calendar. You'll also receive branding materials to promote your participation as a tech leader.

What is NEW for MbTech Week 2025?

- We had a very positive response to our inaugural year, and we are planning to **DOUBLE in size for 2025.**
- We've introduced a theme for the week: **Tech Everywhere** — explore how technology is woven into every aspect of life.
- Our team has grown! We've added a **Marketing and Communications Lead**, which means we'll be able to do an even better job of spreading the word about MbTech Week and promoting the event you'll be hosting.
- We've moved up our deadlines: **Applications to host an event are now due by December 31, 2024.** This will ensure we have ample time in January and February to promote your event and maximize your registrations.

Apply to host an event: <https://mbtechweek.ca/submission-form/>



Event Hosting 101

Host's Responsibilities

As an event host you are responsible for all aspects of the event. This includes event planning, costs, marketing, attendee management. When your event is approved as an “Official MbTech Week Event” Tech Manitoba will work to increase the reach of your event. Your event will be included on the interactive events calendar and promoted in marketing campaigns.

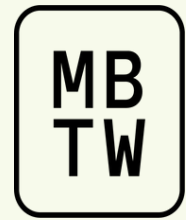
Registration Platform – 3Common

Tech Manitoba has partnered with local startup 3Common to help with your event attendee management. 3Common offers a modern solution that provides the perfect platform for managing events, bookings, and customer communication, all in one place. Delivering transparent, fair pricing and an enhanced customer experience compared to alternative options.

Offerings:

- Less than half of per-ticket fees: Benefit from over 50% lower per-ticket fees compared to alternatives like Eventbrite. Their fees are 2% + \$0.59 compared to Eventbrite's 3.7% + \$1.79.
- No organizer fees: No upfront organizer fees for publishing events & using core features.
- Dedicated support: 24/7 on-demand support guarantees your peace of mind throughout the process from start to finish.
- Streamlined operations: The user-friendly platform seamlessly combines event ticketing, recurring bookings, guest communication via email or text, analytics and more.
- Embeddable checkouts: Elevate user experience by effortlessly integrating checkouts & bookings on your website, allowing them to checkout without leaving your website.
- Automated reminders: Engage guests with automated email and text reminders, boosting attendance and satisfaction.
- Beautiful event & booking pages: Impress your guests with seamless experiences that reflects the quality of your organization.

Event Inspiration



Here are some event ideas that would be perfect to participate in during MbTech Week, showcasing the diverse and innovative aspects of technology.

Networking Mixer or Social Event:

- Foster networking and collaboration by organizing a casual mixer or social event.
- Provide a relaxed environment for professionals, enthusiasts, and newcomers to connect and share ideas.

Tech Innovation Showcase:

- Highlight the latest products, services, or projects your organization has been working on.
- Offer live demonstrations and engage attendees with hands-on experiences.

Panel Discussion or Webinar:

- Host a panel discussion featuring industry experts, thought leaders, or professionals discussing current trends, challenges, and future prospects in the tech sector.
- Conduct a webinar on a relevant and intriguing tech topic, allowing for audience interaction and Q&A.

Interactive Workshops or Training Sessions:

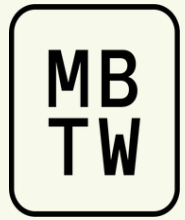
- Conduct hands-on workshops or training sessions on emerging technologies, tools, or methodologies.
- Provide practical insights and skills development for participants.

Tech and Art Collaboration

- Explore the intersection of technology and art by organizing an event that showcases tech-driven art installations, digital exhibits, or interactive experiences.

Community Outreach Programs:

- Engage with the local community by organizing events that demonstrate the positive impact of technology on society.
- Offer tech education sessions, coding classes for beginners, or technology awareness programs.



Event Inspiration

Virtual Reality (VR) or Augmented Reality (AR) Experience:

- Create an immersive VR or AR experience to showcase the applications and possibilities of these technologies.
- Allow participants to interact with cutting-edge VR/AR projects.

AI Workshops and Masterclasses:

- Offer hands-on workshops for different skill levels, from beginners to advanced practitioners, on topics like machine learning, natural language processing, or robotics.
- Host masterclasses by AI experts on advanced topics like deep learning, AI ethics, or data science.

Event tags we have included on the MbTech Week interactive calendar:

- Panel Discussion
- Fireside Chat
- Keynote presentation
- Networking Mixer
- Happy Hour
- Meetup
- Tech Tour / Open doors
- Workshop or Training
- Masterclass
- Leadership Power Hour
- Career Fair
- Tradeshow
- Hackathon
- Launch Party or Product Launch

Remember, the key is to align your event with the theme of celebrating technology in Manitoba and to create an engaging experience for participants. Feel free to tailor these ideas to suit the goals and characteristics of your organization and the local tech community.



[Apply to host an event: https://mbtechweek.ca/submission-form/](https://mbtechweek.ca/submission-form/)

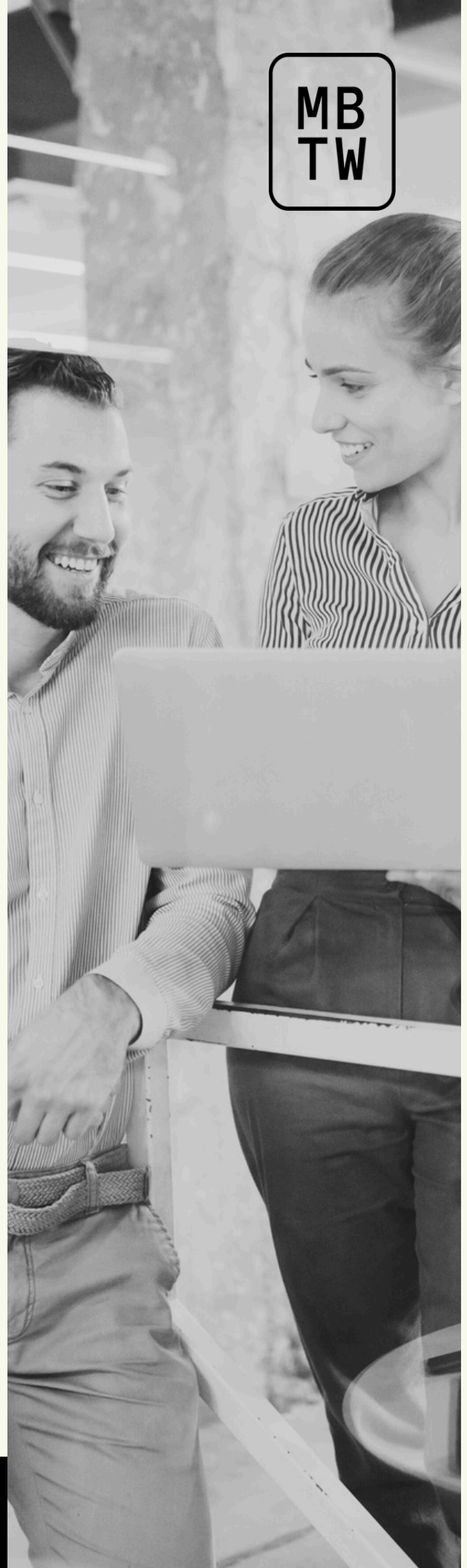


Step 1: Define Your Event Goals and Objectives

- **Identify the Purpose:** Determine what you want to achieve with your event. It could be networking, education, brand awareness, or community engagement.
- **Set Specific Goals:** Establish measurable objectives, such as the number of attendees, type of audience, sales, lead generation. (Make sure your event has a call to action for attendees.)

Step 2: Budgeting and Funding

- **Create a Budget:** As the event host, you are responsible for the costs of your event. Include all potential expenses such as venue rental, speaker fees, marketing, catering, and technical support.
- **Seek Sponsors or Co-Host:** If you are interested in splitting the costs, we encourage finding a co-host or sponsor. Approach companies and organizations for sponsorships to help cover costs and provide value to your attendees.





Step 3: Choose an Event Format

- **Type of Event:** Decide whether it will be a workshop, seminar, panel discussion, hackathon, networking mixer, or a combination.
- **Duration and Timing:** Select a date and time and outline the desired length of the event. Consider other major events during MbTech Week to avoid conflicts. Tech Manitoba will do their best to ensure events with similar audiences are not overlapping.
- **Location:** Will the event be virtual, in person or hybrid. If hosting in-person, book a venue that fits your audience size and has necessary facilities (AV equipment, seating, etc.). For online events, select a reliable platform (e.g., Zoom, Microsoft Teams, Google Meet, Remo) and ensure it can handle the expected number of participants.

Step 4: Plan the Content

- **Topics and Speakers:** Identify relevant topics and invite knowledgeable speakers. Ensure a diverse range of perspectives. While having a speaker is not mandatory, it does help entice attendees.
- **Agenda:** Create a structured agenda with clear time allocations for each segment.

Step 5: Registration and Ticketing

- **Set Up Registration:** We recommend working with [3Common](https://3Common.com). You can also use sites like Eventbrite, Meetup, or your event website for attendee registration. Lead generation is a very valuable part of event hosting, make sure you include registration fields that ask for attendees contact info.
- **Ticketing Options:** Decide if the event will be free or if you'll charge for tickets. Offer early bird discounts if applicable.

Apply to host an event: <https://mbtechweek.ca/submission-form/>



Step 6: Submit MbTech Week Application

- **Complete The Application Form:** <https://mbtechweek.ca/submission-form/>
- **Pay the \$250** Event Hosting Fee by credit card
- Deadline for application is December 31, 2024

Step 7: Marketing and Promotion

- **Develop Event Branding:** Create a catchy title that relates to the goals and topic of your event. Come up with colours and designs that relate to the feel of your event, you can also tie in your corporate brand colours for a cohesive feel.
- **Create and Event Description:** This is the elevator pitch of your event. Clearly identify the benefits of attending your event. When there is an educational aspect, it helps if you can clarify the key takeaways.
- **Create Promotional Collateral:** Design graphics that are eye catching and creative. Make banners, social media graphics, and flyers that highlight key speakers and unique aspects of your event. Once your event is approved you will receive MbTech Week graphics to promote yourself as an “Official MbTech Week Host”
- **Build a Marketing Plan:** Decide how you will promote the event within your network. This could include various social media channels, newsletters, direct email invitations, tech community forums, and local media.





Step 8: Monitor Registration

- **Manage Your Guest list:** Keep an eye out for duplicate registrations. Communicate efficiently and answer all attendee questions (often this is a nice reminder of details you overlooked mentioning in the event description.)
- **Set Up a Confirmation Message:** Set up the event registrations to attendees receive registration confirmation.
- **Communicate a Sell Out:** If the event sells out, or is close to, send an update to the guest list. This lets them know to tell their friends to register ASAP if they are considering attending. It also nudges them to cancel their registration if they were thinking about skipping the event.
- **Send Reminder Emails:** Leading up to the event (1 week prior and 1 day prior) send out a reminder message. This can include last-minute details like parking and dress code.
- **Account For Attrition:** Sadly, not everyone who registers will attend (life happens). The percentage will range depending on the type of event. The industry standard for a low commitment event (virtual & free) is 40% and high commitment (in person & paid ticket) is 10%. Use your best judgment here and always invite more guests than you have capacity for to hit your goals.



Step 9: Event Day

- **Welcome Attendees:** Have a clear registration process and welcoming team.
- **Monitor and Adapt:** Keep track of the event flow and be ready to adapt as needed to keep everything on schedule.
- **Capture the event:** Take photos, share on social media and repost tags use #MbTechWeek

Step 10: Post-Event & Follow-Up

- **Thank Attendees and Speakers:** Send out thank you emails to attendees, speakers, and sponsors.
- **Feedback Collection:** Distribute a feedback survey to gather insights on what worked well and what could be improved.
- **Post-Event Content:** Share highlights, recordings, and photos on social media and your website to maintain engagement.
- **Evaluate Success:** Review your initial goals and measure the event's success against them. Analyze feedback and metrics to learn for future events.
- **Share Your Stats:** Update Tech Manitoba on your event attendance, attendee feedback and shareable content.

Apply to host an event: <https://mbtechweek.ca/submission-form/>

Frequently Asked Questions



Q: What dates are available?

A: Any date Monday February 26 – Sunday March 2

Q: Can I have exclusivity over a specific time on the calendar?

A: No, with MbTech Week only being 7 days we are limited and as the week grows in popularity there will be overlap. Tech Manitoba will do it best to avoid overlapping events in competing nature, be it event type, topic or audience. For the best results, apply early for the first pick of your desired date.

Q: Who plans MbTech Week?

A: Tech Manitoba, the province's primary tech industry association. Learn more about [Tech Manitoba here](#).

Q: Do you have to be a Sponsor or Tech Manitoba Member to host a MbTech Week event?

A: No, here are special perks if you are a sponsor or member. If you are interested in becoming a Tech Manitoba Member, [more information can be found here](#). If you are interested in sponsoring MbTech Week, reach out to Kelly Fournel at kfournel@techmanitoba.ca

Q: We can't host an event this year, how else can we support MbTech Week?

A: There are many other ways to help Tech Manitoba showcase the week:

- Attend events
- Spread the word, telling colleagues, friends and family
- Amplify our social media by engaging with our posts: like, comment, share
- Sponsor the week – or a specific event

Q: What types of events can be hosted?

A: Anything you can imagine that highlights Manitoba's Tech industry. Here are some ideas for inspiration:

- Panel Discussion
- Fireside Chat
- Keynote presentation
- Networking Mixer
- Happy Hour
- Meetup
- Tech Tour / Open doors
- Workshop or Training
- Masterclass
- Leadership Power Hour
- Career Fair
- Tradeshow
- Launch Party or Product Launch

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Contact Us

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