

# innovati 2023

September 26 - October 20

Event Hosting Guidelines



# innovatl

Introducing InnovATL2023, a convergence of independently organized events uniting the changemakers, innovators, founders, creators and companies that call metro Atlanta home. From our unicorn startups and globally influential creative industries to our world class universities and rapidly growing list of Fortune 1000 corporate innovation hubs, Atlanta is a globally-recognized innovation ecosystem that truly does influence everything.

**September 26 through October 20**, InnovATL 2023 will highlight the impact of our unique innovation ecosystem and amplify our influence as a global nexus of innovation.

# Welcome to InnovATL2023

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*This is a community-led initiative. It is our hope that attendees will leave these events feeling that their voices were heard, their presence was felt and most importantly that the distinctions of all our people in metro Atlanta are valued.*

***We invite you to participate!***

## Hosting an Event

Businesses, governments, academic institutions, arts and music organizations, and nonprofits are encouraged to participate in InnovATL by hosting an event. InnovATL events are promoted through the official website and community partner platforms. Expect to see multiple, overlapping activations each day.

Examples include:

- Conferences - including Venture Atlanta & A3C
- Showcases - demo days, award ceremonies
- Informational events - panels, workshops, tours, summits
- Networking events - parties, dinners, happy hours, etc.
- Public and private events are both welcome
- Free and fee-based events are both welcome

# Best Practices for Event Hosts

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***As we champion collective efforts across the metro Atlanta region, we want to be intentional about leveraging our unique communities, while fostering a welcoming and respectful experience.***

- Event hosts are encouraged to think about bold ways to identify the missing threads to stitch together a space that invites everyone into the room.
- Event hosts are responsible for finding a venue and organizing their own events. All events must take place within the Atlanta metro Region or online.
- Event hosts are responsible for managing the registration, costs, and attendance for their events.
- All should consider accessibility, transit, and parking in selecting a venue/location.
- Event hosts promote their own event, including linking to event details on the InnovATL2023.com website.
- When choosing a date, consider other events already planned for that same date/time.
- Check for conflicts on the InnovATL2023.com website and Startup Atlanta Events Calendar.
- It is okay to have overlapping events, especially if you are attracting a different audience. We cannot guarantee attendance at any events.

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