Partnering for Success

Tools to enhance events through collaboration
Why should you collaborate?

- Provides diverse programming
- Increases Emory’s brand recognition
- Keeps event costs low
- Expands network
- Reduces overlap
Keys to successful partnership

- Develop a plan of action
- Divide labor accordingly
- Communicate regularly
- Share success
Types of Partnership

• Emory campus groups and organizations
• Emory schools and units
• Emory Alumni Association chapters and interest groups
• Emory regional groups
• Other universities and affinity groups
• Companies
Emory campus groups and organizations

Emory vs. NYU Basketball Game

Saturday, November 12
Jerome S. Coles Center

• Event sponsored by New York Chapter and Emory Athletics
• Emory Athletics provided tickets
• New York Chapter organized post-game social with coaches and team

Value To Chapter:
• Builds on tradition
• Low cost, high impact
• Engaged parents, alumni, and friends
Emory schools and units

“Speak Up New York” Distinguished Alumni Panel

Monday, November 7
Proskauer Rose, LLP

- Emory alumnus donated space at Proskauer Rose Firm
- Event co-sponsored by Emory Alumni Association Career Services and Emory Law School

Value to Chapter:
- Provided unique access
- Allowed opportunity to engage previously disconnected alumni
Chapters and Interest Groups
Atlanta Young Alumni and CEBA
Fashion Show Fundraiser

Thursday, April 26
Bill Hallman
- Fashion show hosted at local boutique
- Boutique donated space for “gift-in-kind” credit
- CEBA and AYA shared event expenses and revenue

Value to Chapter:
- Provided diverse programming
- Leveraged local community resources
Emory Regional Groups
St. Louis Wine Tasting

Wednesday, October 3
EdgeWild Winery

- Event co-sponsored with St. Louis Goizueta Group
- EdgeWild Winery is owned by Goizueta alumnus
- Event space was donated and restaurant provided complimentary appetizers

Value To Chapter:
- Reduced event expenses
- Provided exclusive access
Universities and Affinity Groups

Houston “Georgia on My Mind” Wine and Art Event

Thursday, February 5
Bering & James Gallery

- Alumni family-owned art gallery donated space
- Partnered with Georgia schools
  - Georgia Tech, Georgia State, Spelman, Morehouse, and Agnes Scott

Value to Chapter:
- Facilitated networking outside of Emory connections
- Reduced expenses
- Increased Emory’s name recognition in broader Houston community
Company

Birmingham Financial Breakfast

Tuesday, May 14
Regents Bank

- Invited all Birmingham alumni
- Local Goizueta Business School
- Group organize faculty lecture
- Invited all Birmingham alumni
- Chapter co-sponsored in marketing efforts
- Regents Bank donated space and sponsored the breakfast

Value to Chapter:
- Budget friendly event that provided access to a GBS faculty program
Questions
Group Discussion

Share a tip or lesson learned from partnering on an event.