

# innovati 2023

September 26 - October 20

Event Hosting Guidelines

Introducing InnovATL 2023, a convergence of independently organized events uniting the changemakers, innovators, founders, creators and companies that call Metro Atlanta home.

From our unicorn start-ups 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.

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!**

# Host 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 surrounded by anchor events.

## *Examples of events:*

- Conferences - including Venture Atlanta & A3C
- Showcases - demo days, award ceremonies
- Informational events - panels, workshops, tours, summits, etc.
- 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

As we champion collective efforts across the Atlanta metro area, 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.
- Event hosts should consider accessibility, transit, and parking.

# Best Practices for Event Hosts




- Event hosts will promote their own event, including linking to event details on the InnovATL website (to be launched May 8).
- When choosing a date, consider the suggested themes and audiences listed on the Event Guidelines page. Also consider other events already planned for that same date/time. Check for conflicts on the [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.*

# Event Guidelines

When choosing a date, consider the suggested themes and audiences listed below. These are recommendations, not requirements.

	<b>Week 1</b> September 26-30	<b>Week 2</b> October 1-7	<b>Week 3</b> October 8-14	<b>Week 4</b> October 14-20
<b>Themes</b>	<ul style="list-style-type: none"> <li>• Scaling Startups</li> <li>• Venture Capital</li> <li>• Music</li> </ul>	<ul style="list-style-type: none"> <li>• Startups &amp; Entrepreneurship</li> <li>• Corporate Innovation</li> <li>• Film &amp; Theater</li> <li>• Fintech</li> <li>• Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>• Startups &amp; Entrepreneurship</li> <li>• Corporate Innovation</li> <li>• Edtech</li> <li>• Sports &amp; Gaming</li> </ul>	<ul style="list-style-type: none"> <li>• Startups &amp; Entrepreneurship</li> <li>• Student Entrepreneurship</li> <li>• University Innovation</li> </ul>
<b>Primary Audience</b>	External visitors to Atlanta	Local Atlanta community members	Local Atlanta community members	Local universities, students, and nonprofits
<b>Anchor Events</b>	Sept 26-28: <a href="#">Venture Atlanta</a> Sept 28-30: <a href="#">A3C Music Festival</a>	October 2: Tech Alpharetta Golf Classic October 5: <a href="#">Atlanta Startup Awards</a>		October 16: <a href="#">Techstars Demo Day</a>

# Anchor Events

September / October 2023						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
24	25	26	27	28	29	30
Yom Kippur		Venture Atlanta			A3C Music Festival	
1	2	3	4	5	6	7
	 Tech Alpharetta Golf Classic			 Atlanta Startup Awards		
8	9	10	11	12	13	14
15	16	17	18	19	20	21
	 Techstars Demo Day					



# Register Your Events

[www.startupatlanta.com/events](http://www.startupatlanta.com/events)

Create a user ID and add your event as soon as you can to create transparency in planning.

**\*\* Select the 'InnovATL' tag in the 'Select Interest' box when uploading your event. \*\***

You can go back and edit with additional details if needed.

Events will be transferred to the official InnovATL website on a rolling basis.

Connect, learn, and grow at these upcoming events.

Are you hosting an Atlanta startup community event? Add to the [community calendar here](#).

The screenshot shows the 'UPCOMING EVENTS' section of the Startup Atlanta website. At the top, there is a search filter form with several dropdown menus: 'Select Interest' (circled in red), 'Select Stage', 'Select Industry', and 'Search by Location'. Below the form are three event cards:

- 2023 Jan 26:** Women, Money + 2023: Creating Financial Power for Women. The Lola, North Avenue Northeast, Atlanta, GA. 11:00 AM to 01:00 PM. Includes a list of topics to be covered.
- 2023 Jan 27:** TAG: Tech Trails. Cochran Shoals Trail, Eugene Gunby Road, Marietta, GA. 11:45 AM to 12:45 PM. Includes a description of the walking series.
- 2023 Feb 01:** Israel's Top Smart Mobility Startups in Atlanta 2023. 756 West Peachtree Street Northwest, Atlanta, GA. 04:00 PM to 06:30 PM. Includes an agenda and list of speakers.

# Questions?

InnovATL is a community-led initiative led by volunteers.

If you have questions, please contact:

- [info@startupatlanta.com](mailto:info@startupatlanta.com)

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