

Northwestern | Kellogg

Alumni Club and Affinity Network Events Form and Support Requests Step-by-Step Process

1. Enter basic information about your upcoming event here:
<https://app.smartsheet.com/b/form/d0a09f4fc2204716a454df4dc57af3f2>
2. Select any event support you'll be requesting from Kellogg:
 - **Cvent registration:** Select this option to have a professional looking Kellogg-branded registration page created by Kellogg staff. If not using Cvent, please be sure to share the list of attendees with the Alumni Relations team following your event.

Timeline: This request must be made at least 10 days in advance of registration start date. Additional time needed for changes or updates to request.
 - **Event promotion:** Select this option to have your event shared on the Alumni Events webpage and monthly newsletter shared with all club leaders at the end of each month.
 - **Northwestern Zoom link and VCM:** Select this option to request the assistance of a virtual course moderator (VCM) through a Northwestern Zoom account. Northwestern Zoom meetings can accommodate up to 300 participants.

Timeline: This request is subject to VCM availability, and must be made at least one month in advance in order to secure a VCM and Zoom link for your event.
 - **Kellogg faculty participation:** Select this option if you're interested in having a Kellogg faculty member speak at an upcoming event.

Timeline: This request is subject to faculty availability, and should be made as far in advance as possible in order to accommodate faculty schedules.
 - **Email invite support:** Club leaders can request access and training for iModules/Encompass [here](#) through "Our Northwestern" to send out club communications. If you have not been trained in iModules/Encompass and need support creating your club email, please select this option and we'll follow up with you.

Timeline: This request will take about one week to process an event invite for your club.
3. Submit.
 - If you requested **Cvent registration**, you should be contacted by the Kellogg Alumni Relations team within about 10 days to review and sign off on your Cvent registration page. Once the registration page goes live, you'll receive instructions to access the Cvent portal and view registration reports for your event. We recommend making a Cvent request at least one month in advance of your event. See sample timeline below.

