

Compostmodern 09  
Feb 21

Webcast Seedpacket

In the five years since Compostmodern began, sustainability has grown from a niche conversation to a global mass movement. And Compostmodern has blossomed from a local event to the preeminent design conference devoted to the issue.

Now you can participate in Compostmodern no matter where you are. The event will be webcast live on February 21 and available for 90 days, encouraging online participation and satellite events at other AIGA chapters and educational institutions.

This Seedpacket contains all the information you need to create your own successful satellite webcast event.

TO GROW YOUR OWN EVENT, START HERE

**1\_ Create a committee**

**2\_ Confirm a venue and a date**

- Make sure you have accounted for all AV requirements (screen, projector, sound, etc.).
- If exhibitors and breakout sessions are part of your event, make sure the necessary rooms are available.
- When selecting a venue, consider its sustainability practices (recycling, composting, proximity to public transport, local food catering, etc.).
- If you are planning your event on Feb 21 and are located in a different time zone than PST, remember to adjust the times of your event accordingly.

**3\_ Start marketing**

- Download and customize templates to send email blasts to your chapter mailing list.
- List the event on your chapter's website.
- Are there social networking sites where you can promote the event?
- Check with local printers and merchants to get listed in monthly newsletters.
- As our event partner, Mohawk Paper is a key ally in producing webcast satellite events. Contact your regional sales representative for support and ideas.
- Contact us if you're interested in using artwork to create online or printed materials (banners, posters, self-mailers, etc.).
- Send us your event details, and we'll add them to [www.compostmodern.org](http://www.compostmodern.org).

**4\_ Explore sponsorship opportunities**

**5\_ Consider expenses**

- Venue, AV support
- Food / beverages
- Paper / printing (signage / program)

**6\_ Volunteers**

**7\_ Pricing and Registration**

AIGA San Francisco needs to recover webcast production costs from attendees at satellite events like yours.

Attendees to your event can *either*:

- purchase a \$40 ticket online at [compostmodern.org](http://compostmodern.org) and bring a receipt to get in the door — you then send the receipt to AIGA SF to receive a \$20 refund per attendee.
- or buy a ticket from you at the door — you then send AIGA SF \$20 per attendee.

The suggested door price is \$40, but a higher admission price is left to the discretion of your organization. Please coordinate cost sharing with AIGA SF Executive Director Don Savoie at [don@aigasf.org](mailto:don@aigasf.org).



Presented by  
AIGA San Francisco and  
AIGA Center for Sustainable Design

Find general info at [www.compostmodern.org](http://www.compostmodern.org)

Email questions to [webcast@aigasf.org](mailto:webcast@aigasf.org)