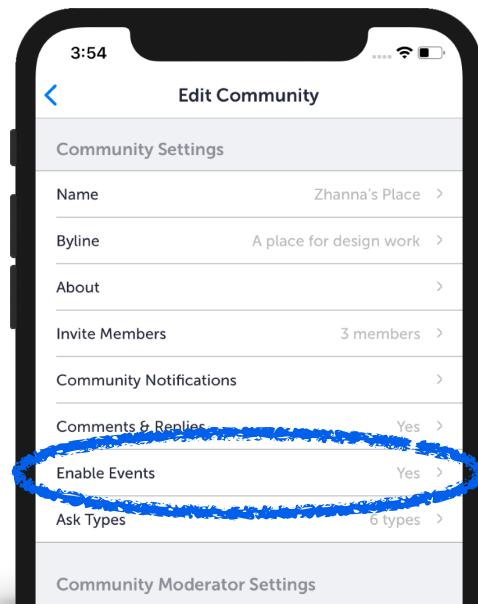




The following is a checklist of tips and tricks to get the most out of running an Upstream Event.

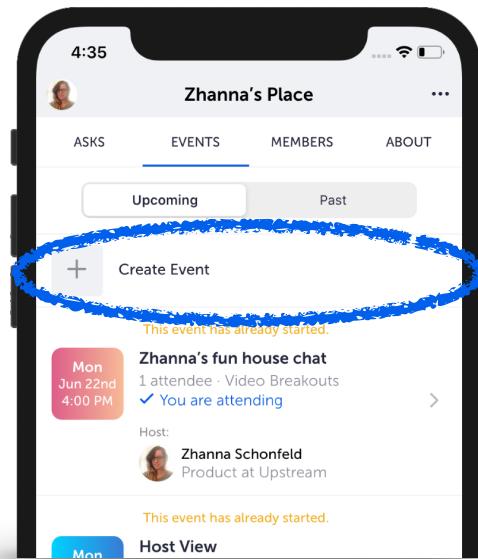
Register your Community:

1. Fill out the [community registration](#) form and we'll get in touch with you to complete onboarding your Community.
2. Enable 'Events' for your community to start hosting live digital events.



Pre-Event Checklist for the Host:

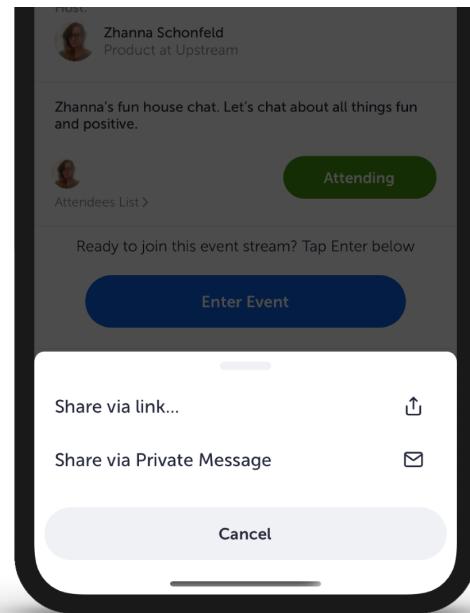
1. Create Event
 1. You'll need an Event Title, Event Description, Start Time, Duration, and Attendee Limit.
tip You can edit any of these fields at any time before the event.





2. Invite Attendees

1. Share via Link - generate a unique URL to send via text, email, and social media.
2. ***tip*** Here's a [link](#) to a google doc of an email template that you can use.
3. Share via Private Message - invite members that are already in your community on Upstream.

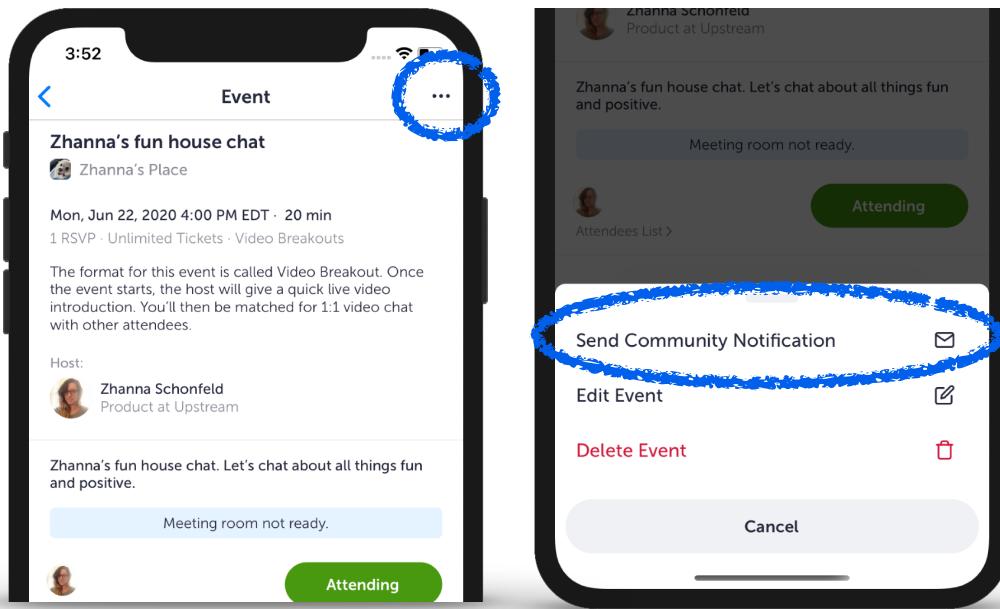


3. Email to Attendees

1. Send an email to the attendees a couple of hours prior to the event.
2. Remind attendees to update the app to the latest version prior to the event.
3. Encourage attendees to show up 10 minutes prior to the event.
4. ***tip*** Here's a [link](#) to a google doc of an email template that you can use.



4. Send a Push Notification to your Community

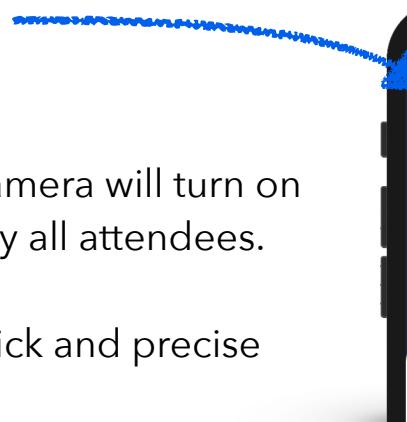
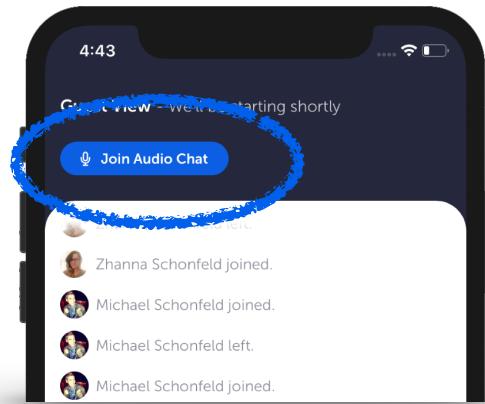


1. We made it easy to send a push notification directly from the Event Settings page. Type in the text that will appear in the notification and it'll send out to any community member not already RSVP'd to that Event.

In-Event Checklist for the Host:

1. Join the Event 10 minutes prior to the start time.
2. Introduce attendees as they enter the Audio Lobby.

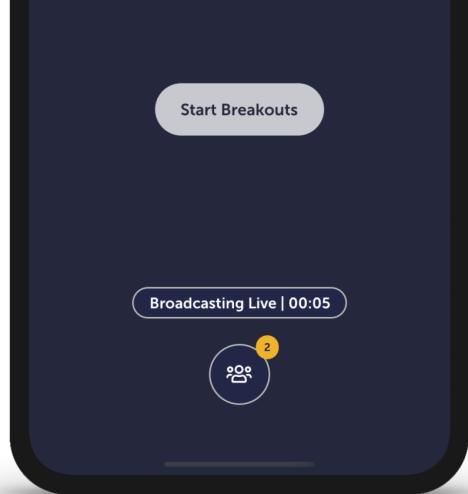
1. Explain the Lobby to attendees and encourage everyone to join audio chat.
2. Notify attendees that they can stay on mute in the Lobby.
3. Mute attendees if they have background noise.
4. START EVENT!
5. Intro: Your front camera will turn on and will be seen by all attendees.
 1. Provide a quick and precise introduction.
 2. ***tip*** Here's a [link](#) to a google doc of an introduction template that you can use.



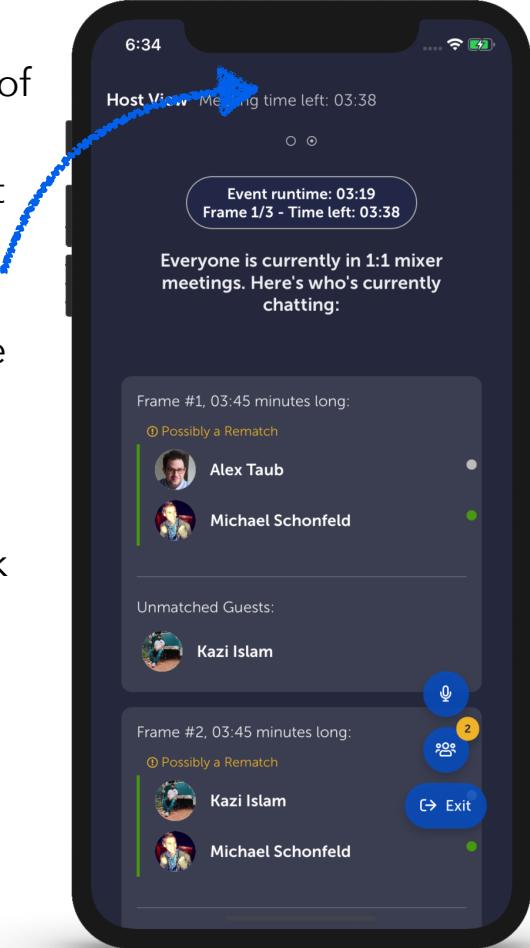


6. START BREAKOUTS!

1. Note that anyone in the room at that moment will get matched. Unmatched attendees will be in the audio Lobby with you.



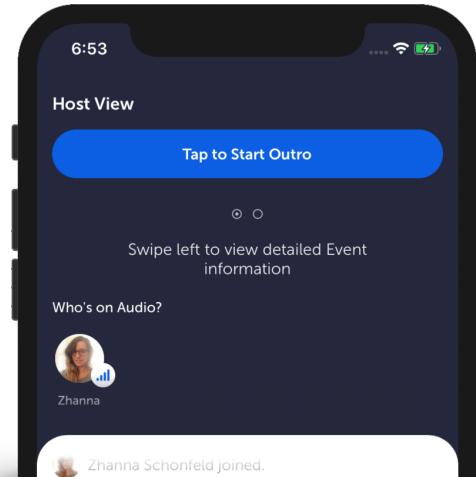
7. Hang in the Lobby with unmatched attendees (if there's an odd number of attendees in the event it will rotate each frame) and any late comers that are not part of the breakouts.
8. Swipe left on the top right part of the screen to see Matches and the attendees list.
9. Keep an eye on the countdown clock to help you keep track of how many matchmaking sessions are left.





10. Outro: After the last matchmaking session, you'll be pushed into the Outro video.

1. Provide a quick and precise thank you outro. BAM, you're done!



Post-Event Checklist for the Host:

1. Create the next Event.
2. Send an Email to your Community asking for feedback and sharing the next event (make sure to include the unique share link).
 1. ***tip*** Here's a [link](#) to a google doc of an introduction template that you can use.