

# Hosting a Mixer?

## Guidelines for hosting a Regional Mixer for the 2024 CWCF Virtual Conference

### Overview

This manual provides guidance on organizing a small local mixer to coincide with the CWCF Virtual Conference: **"Unleashing Worker Co-ops for Success."** The goal is to facilitate networking and community building among conference attendees in various regions from coast to coast to coast. *CWCF is providing these guidelines along with funding with the intention to be helpful to members, but if you are experienced with event hosting, or your event will be low-key, you needn't make much use of it.*

### Planning Your Mixer & Applying for Funding

#### Determine the Purpose and Timing

The first step is to establish your/your co-op's/group's capacity and what kind of mixer you would like to host. Ideally select a lead point person(s) to coordinate this event. It is also suggested to have a facilitator or two to help guide the event and ensure it runs smoothly and that folks feel welcomed and comfortable participating.

#### Mixer examples:

Example 1:

Networking Mixer after the Conference:

November 21st @ 6pm

Location: Co-op Event Space

Example 2:

Conference Viewing Party (Private: open only to co-op members or Public: open to local co-operators)

November 20th @ 7pm

Location: Co-op Meeting Space

#### Budgeting and Funding

Once you have established the scope of your Mixer and the expected number of attendees, you are ready to apply for funding from CWCF. To do this, create a quick budget to estimate your expenses and complete the funding application [here](#).

- **CWCF Mixer Grant Application:** Submit by **September 20th, 2024**.
- **Budget Allocation:** CWCF will provide two-thirds upfront, with the remainder post-event upon report submission.
- **Expenses Covered:** Food, drinks, venue, equipment, etc.

**Example Budget:**

Expense Details	Amount Requested
Venue Rental	NA - Co-op Donating the Space
Food & soft drinks for 20 attendees \$10 per person	\$200
Projector Rental to watch conference	\$100
Other	
<b>Total</b>	<b>\$300</b>

## Planning a Successful Mixer

### Marketing: Registration and Invitations

It is important to have a plan to invite folks to attend your Mixer. Create a small marketing plan to reach local co-operators (if a public event, CWCF would love to help promote your Mixer through our Newsletter and on our Social Media (Facebook, LinkedIn & Instagram). To do so **please contact:** Kenzie Love [admin@canadianworker.coop](mailto:admin@canadianworker.coop)

### Setting Up Registration

- **Platform:** Use Eventbrite, Google Forms, or a simple RSVP via email.
- **Information to Collect:** Name, contact information, dietary restrictions, preferred conference sessions (if a watch party), and any special accommodations.
  - Add any specific questions or details that you need from participants.

## Promoting the Event

In order to ensure a successful event, ensure that you have established the following:

- **Target Audience:** Local conference attendees and others interested in worker co-ops.
- **Promotion Channels:** Social media, CWCF newsletters, local co-op networks, posters, and word-of-mouth.
- **Deadline for Registration:** Set a reasonable deadline for RSVPs to manage logistics.

## Pre-Event Logistics

### Venue Selection

- **Considerations:** Accessibility, capacity, availability of internet for streaming, and comfort (this will influence your target audience and if it is public or private).
- **Example Locations:** Local co-op spaces, community centres, cafes, or (especially if a private event) a member's home.

### Equipment and Supplies

- **Streaming Equipment:** Projector, laptop, speakers, and reliable internet connection.
- **Other Items:** Seating, tables, extension cords, and/or power strips, as needed.

### Food and Drinks

- **Catering:** Local restaurants, cafes, or self-catering.
- **Menu:** Consider dietary restrictions and preferences. Include snacks, meals, non-alcoholic drinks, and possibly alcoholic beverages if permitted.
- **Serving:** Buffet-style, plated, or individually packaged.

## Event Day Logistics

### Setup

This will differ depending on your event, but below are some key points if you are hosting a watch party. If it is a simple networking event, you might not need the tech equipment and set-up might be less.

- **Arrival Time:** Arrive early to set up equipment, arrange seating, and prepare food and drinks.
- **Test Equipment:** Ensure all tech works properly, especially for streaming conference sessions.

### Welcome and Introductions

- **Host's Role:** Welcome attendees, introduce the purpose of the mixer, and give the schedule. (ie., watching, networking, etc.,)
- **Icebreakers:** We encourage hosts to use an icebreaker or simple activities to help attendees get to know each other.
  - [Here](#) is a list of various icebreaker activities you might like to use for inspiration

### Conference Sessions and Networking

- **Watch Party:** Stream sessions and encourage discussion during breaks or after the session
- **Networking Activities:** Create opportunities for attendees to connect, such as discussion groups, Q&A sessions.
  - If hosting a networking event, it could be beneficial to have a few questions to kick off the event and get folks talking about the sessions they saw earlier in the day/week.
  - Example Questions:
    - What was a takeaway from your favorite session?
    - Did you find any new tools that you are going to bring back to your co-op?
    - What inspired you from the conference?

### Post-Event

#### Clean Up

- **Team Effort:** Coordinate with volunteers or attendees to clean up the venue.

#### Report Submission

- **Brief Report:** Include a summary of the event, a list of participants, and any notable highlights.
- **Invoice Submission:** Detail the expenses and attach receipts. Note, 2/3rds of the funding will be allotted in advance, but be sure to **KEEP ALL RECEIPTS**

#### Thank You and Follow-Up

This is completely optional, but highly encouraged, if you provide CWCF with a list of attendees and contacts we can also send out this information on your behalf.

- **Gratitude:** Send thank-you notes to attendees and volunteers.
- **Feedback:** Request feedback to improve future events.



## Additional Tips

- **Flexibility:** Be prepared to adapt plans as needed.
- **Engagement:** Encourage participation and ensure everyone feels included.
- **Safety:** Consider local health guidelines and ensure a safe environment for all attendees.

By following this manual, you can create a successful and enjoyable mixer that enhances the CWCF Virtual Conference experience for your local community. If you would like more tailored details or support for hosting an event, CWCF Executive Assistant Chloë Williams (email below) can help you create a reasonable checklist for hosting a local event.

## Media Package:

When promoting your event, if it is open to CWCF members, we would love for you to include our logo, tag us on social media, and use #CWCF2024

### CWCF Logo



### Social Media Handles:

Facebook: [@CanadianWorkerCo-op](https://www.facebook.com/CanadianWorkerCo-op)

Instagram: [@canadianworkercoop](https://www.instagram.com/canadianworkercoop)

LinkedIn: [@canadian-worker-co-operative-federation](https://www.linkedin.com/company/canadian-worker-co-operative-federation)

## Contact:

If you have further questions, please don't hesitate to reach out to someone at CWCF:

Kaye Grant: [communications@canadianworker.coop](mailto:communications@canadianworker.coop) - Grant Application Inquiries

Chloë Williams: [exec-assist@canadianworker.coop](mailto:exec-assist@canadianworker.coop) - General Support

Kenzie Love: [admin@canadianworker.coop](mailto:admin@canadianworker.coop) - Newsletter & Promotions