Outreach and Influencing Others

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• Establishing a schedule and team organization
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• Q & A

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About Me

• Senior studying B.S. Electrical and Computer Engineering
• Hometown: Philadelphia, PA
• Business and Public Relations subteam leader
• 4th year of CUAUV
• Organize outreach and giving programs for team

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CUAUV and Outreach

- CUAUV Business/PR team: 5 members
- Participate and organize over 15 events per year, mostly in Spring
- All 40 members required to attend one event per semester
- Lab tours, workshops, craft activities, vehicle showcase

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Getting Started

• Define your team’s goals and long-term vision
  - What is the purpose of your team and the events you’re doing?
  - Who is your intended audience?
  - Who do you have access to and how do you reach them?
  - What do you leaving in the minds of your audience when they walk away from your event?

• Assess your team and its resources
  - How many people do you have own your team?
  - How many people do you have who are willing to dedicate the time to an event? Required?
  - What kind of resources do you have? Your submarine, presentations, posters, demonstrations, etc.
  - What is your budget?

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Types of Outreach

• **Attending events organized by others**
  - University-wide technology events: showcase of vehicle
  - Formal vehicle presentation, academic research, conferences
  - Offering manpower or resources your team has
  - Something entirely unrelated to AUVs (volunteer work)

• **Organizing your own event**
  - Workshops: engineering or robotics
  - Specialized vehicle showcases
  - Consulting
  - Something entirely unrelated to AUVs (volunteer work)

Or anything else you can think of!

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Scheduling and Organization

• Consider and frame events in the context of all your other events
  - Variety, resource reuse, ramp-up time

• How are you going to schedule your events? How will you hold participants responsible for attending? How do you deal with no-shows? Do you need someone with certain skills to be there?

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Attending Events

- Know your audience
- Number of attendees, time commitment (shifts if needed)
- Materials required to convey message
- Attire and behavior
- Schedule of events, expectations
- Communicate with your team and convey information early

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Running an Event

- **Who is taking charge of organizing this event?** They should be available on the day-of and know all the details of the event.

- **Understand your intended audience** and how you’ll reach them.

- **Define a goal for the event** and what people will walk away and think about.

- **Determine the requirements volunteers,** how many you’ll need, what time of the day they’ll be needed, and what they’ll be expected to do.

- **What spaces will you be using?** Reserve a room if needed and consider how you’ll move people from place to place.

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Running an Event Cont’d

• **Detail out the materials** you need do what you plan on doing. Be specific and find out what you still need to get and how you’ll be getting them. Thinking about knick-knacks? Define and stick to a budget.

• **Hash out a detailed schedule of events** including how long each section should take, what materials you’ll need at that step, and which volunteers will be at that section. Do they need to break for a meal and have you allotted time/space for it?

• **Relay the information you need** to your team mates, attendees, and anyone else in a prompt manner. Everyone should be clear on the details going into the event

• **Act professional** and be courteous when interacting with anyone, especially outside the team

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Techniques for Presenting Yourself

- Always know your audience and tailor your language and presentation
- If you’re using your vehicle: do you have some go-to demonstrations that work well in communicating what your vehicle does? What about props and tangibles that the audience can interact with?
- If you’re talking about your team, have a couple main introductory points about your team ready to go
- Look good! Wearing team uniforms and apparel go a long way in influencing a presentation
- Establish a “brand” with media, publications, posters, apparel, etc.
- If you are asked a question that you don’t know the answer to, admit it but find someone who may know

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Long Term Strategy

- Establishing a tradition of outreach takes work but can be extremely rewarding.
- Allows for continuous improvement and community relationship building.
- Save names of important contacts as you develop your event and make an effort to reach out to them outside of the event.
- Leave a lasting impression on your audience so events get bigger.
- Get feedback from events.
- Document your procedures well.

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More Tips

• Communication is key! If you don’t know what is happening, ask before it’s too late

• Start planning early: many attendees and organizers need time to make things happen

• If you’re on a budget, consider finding a sponsor who may help subsidize equipment or donate food

• Collaborate with other campus groups to run an event together

• If you’re holding a public event, publicize well! Consider quartercards, posters, Facebook, mailing lists, lecture slides

• Capture the moment with photos, videos. Ask the local newspaper if they’d like to do a story

• Make it fun: events outside the normal environment is great for team bonding

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Questions?