Curating Virtual Events

April 18th, 2023
Context

• Low engagement club
  • Older population
  • Inactive board
  • No regular events other than ASC that operated separately

• COVID hit
  • Desire for community
  • Younger alumni back in the area

• CORA grants for Zoom subscription
Events had to be:
- Low-effort
- Low budget
- Interesting
- Diversified
Podcast Thursdays

• Every 3rd Thursday, we would discuss a podcast Laura and I selected
• Sent out reminders at the beginning and middle of the month, as well as the day before
• Collaborated with nearby clubs
• Example episodes:
  • Princeton’s Politics & Polls podcast: Reopening of College Campuses
  • WNYC’s Radiolab: Right to be Forgotten
• We had regulars!
• Downside: Was a lot of effort for Laura and I to single-handedly maintain given school and full time roles
Virtual Baking

- Every quarter, Laura and I would do a virtual baking session as a way of sharing cultures and creating community
- Collaborated with nearby clubs
- Example recipes:
  - Dominican cupcakes
  - Jamaican spice bun
- Did not get a lot of traction. Likely because there was a lot of commitment required (e.g., buying groceries ahead of time)
Virtual Screenings

• Screened Hamilton over Zoom
• Lots of traction
• Downside:
  • Screenings might be hard to organize given copyright challenges
  • Must have something with lots of buzz
  • Harder to get younger audiences who might have access to multiple streaming services
Other Ideas Considered

• Book clubs with Brown Club of Miami and other Ivy+ Schools
• Lecture Series
• Wine Tastings
• Virtual yoga nights
• Princeton Reflections (different generations/ethnicities sharing about their Princeton experiences)
Best Practices for Engagement

• Collaborations with other Ivy+ clubs and affinity groups such as ABPA, A4P, ALPA
• Early promotion
• Know your audience
• Leveraging CORA and expertise of the Princeton staff
Success Stories from PCNC and other Regions:

Virtual Collaborations

Special Thanks to Stephanie Bachas-Daunert ‘10

25 regional associations, 6 affinity groups, and APGA
Virtual Wine Tastings

Tiger-Owned Wineries: Marimar Estate, Kingston Family Winery, Moone Tsai, Wente

No need for geographic proximity; considerations for time zone compatibility & wine shipping availability
Virtual Wine Workshops

Led by Certified Sommelier Lisa Drakeman *88 h’35

Lisa is also President of PC Hilton Head and a CORA Member

No need for geographic proximity; considerations for time zone compatibility
Virtual Wellness Events
Collaborations with Princeton & Ivy alumni groups

No need for geographic proximity; boost Zoom attendance

Virtual Yoga and Mindfulness Workshop

Yoga and Mindfulness Meditation for Princeton Alumni & Their Moms
Saturday, April 10th, 5:00 am - 10:15 am PT (Mother's Day)

Ayurveda: Ancient Wisdom for Modern Times
(Collaboration with Columbia Alumni of Northern CA)

Stress Relief + Coping Strategies (Collaboration with Columbia Alumni of Northern CA)

Date: September 22, 2020   Posted by: Nicola
Virtual Seminars

No need for geographic proximity; considerations for time zone compatibility

First Trans-Pacific Lecture

The Afghanistan Crisis

Robert Crews

"Through the Ocean to the Mantle" – A virtual discussion with Professor Frederik Simons of the Geosciences Department

Friday, January 13, 2023, 5:30 pm Pacific Time

Please join the Princeton Clubs of Northern California, Oregon, Western Washington, Hawaii and Japan for a virtual discussion with Professor Simons of the Geosciences Department. We are excited to bring the clubs of the Pacific together for this exciting conversation.
Princeton Diversity Discussions

No need for geographic proximity; build relationships with affinity & regional groups in regions.

West Coast Wednesdays
Texas Diversity Discussions
Washington, DC Diversity Discussions

Event series led by Jenny Korn ‘96
jkorn@alumni.princeton.edu
Trivia & Poker Nights

No need for geographic proximity; build relationships; boost turnout to have enough players.

Princeton & New England Trivia with other organizations

Please join the PAA of Essex and Hudson, PAA of Northern New Jersey and PC of Northwestern New Jersey for A Northern NJ Trivia Night.