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# NYUEF17

Creative & Marketing  
Welcome



Thursday, October 13  
Leslie eLab

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# 2017 Student Leaders



**CADENCE DANIELS**  
2017 Creative Director  
Tandon '18



**SANJNA VERMA**  
2017 Co-Chair  
CAS '17



**WILL DELAY**  
2017 Co-Chair  
CAS '17



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# Who are you?

Name, Study/School, Year  
+ an Entrepreneurial Moment *or* a Fun Fact

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# Annual Entrepreneurs Festival

- Friday & Saturday,  
**March 3 & 4, 2017**
- Tisch Hall & Kaufman  
Center at Stern
- Hosted by NYU
- Led by Students

## 3 KEYNOTES

Inspiring keynote interviews  
with NYU entrepreneurs

## 24 ROUNDTABLES

Each table hosted by a speaker  
and joined by attendees, for  
more intimate networking

## 60+ STARTUP SHOWCASES

NYU student & alumni startups  
pitching in front of panel judges

## 1 PITCH COMPETITION

NYU startups pitching in front  
of judges and audience to win  
\$2,000 prize, **hosted by sponsors**

## 6 PANELS

3-4 NYU entrepreneurs  
panelists + 1 moderator

## SPEED NETWORKING

Attendee networking in  
conjunction with a catered lunch

## 6 WORKSHOPS

Interactive skill-building sessions,  
**hosted by sponsors**

## 1 AFTER-PARTY

2 hour open bar, celebrated on  
Friday evening



# 1000+

# EXPECTED ATTENDANCE



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# Core Organizing Team

- **Diverse Group of Students (25)**
  - Co-Chairs: Sanjna Verma & Will DeLay
  - Creative Director: Cadence Daniels
  - Teams (8): Creative, Marketing & PR, Panels, Roundtables, Sponsorships, Venture Showcase, Volunteers, Workshops
- **NYU Entrepreneurial Institute (6)**
  - Frank Rimalovski, *Executive Director*
  - Risa Cohn, *Events Manager*
  - Remya Thomas, *Communications Manager*
    - *Staff Liaison for Creative & Marketing Teams*
- **W.R. Berkley Innovation Lab at Stern**
  - Cynthia Franklin, *Senior Associate Director*

\* *Team Communication Tools: Slack, Google Drive/Calendar/Email*

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# What does EF brand marketing consist of?

- Annual Theme
- Campaign Strategies
- “Brand Package”  
(e.g. logo variations, colors)
- Outreach Materials for other teams  
(e.g. sponsorship/press deck)
- Promotional Graphics & Videos
- Merchandise & Day-Of Materials



An integrated marketing campaign covering online and offline channels to promote the Entrepreneurs Festival, spread words of wisdom and inspire the NYU community at large. Let the festival be your first step to establish a relationship with the prospective NYU startup community.

# # BUILDYOURVISION

#buildyourmarketingvision  
#buildyourfundingvision  
#buildyourcommunityvision  
#buildyournetworkvision



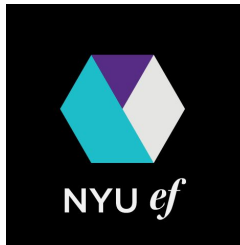
NYU  
ENTREPRENEURS  
FESTIVAL

f t i YouTube



2016 Theme Release

# 2016 - Build Your Vision



NYU NYU ef

## 5th Annual NYU ENTREPRENEURS FESTIVAL 2016 KEYNOTE SPEAKERS

  
**Libby Edelman**  
Co-Founder & Senior VP of Fashion  
*Love Chelmon*

  
**Guy Story**  
Founding CTO  
audible  
BY AMAZON COMPANY

  
**Ragy Thomas**  
Founder & CEO  
sprinkl

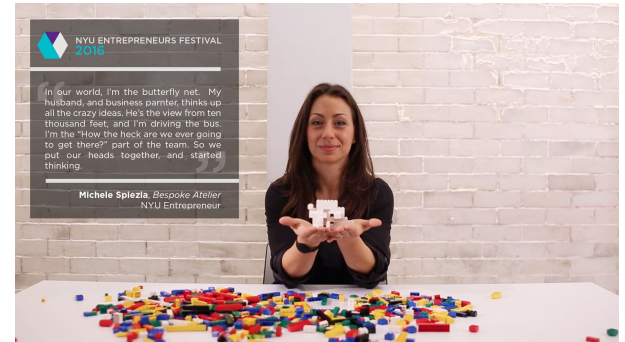
March 4<sup>th</sup> & 5<sup>th</sup>, 2016      get tickets @ [nyuef.org/tickets](http://nyuef.org/tickets)      #BUILDYOURVISION

NYU NYU ef

## 5th Annual NYU ENTREPRENEURS FESTIVAL #BUILDYOURVISION

MARCH 4<sup>th</sup> & 5<sup>th</sup> 2016  
FRIDAY SATURDAY

The largest celebration of NYU  
entrepreneurs, startups, and their stories.  
get tickets @ [nyuef.org/tickets](http://nyuef.org/tickets)



NYU ef

## 2016 NYU ENTREPRENEURS FESTIVAL

# 2015 - Launch Your Story



NYU ENTREPRENEURS FESTIVAL  
[nyuentrepreneur.com/festival](http://nyuentrepreneur.com/festival)





# Brand Marketing Timeline

- **Staff Liaison: Remya Thomas**
  - Oversees creative and marketing efforts through EI channels
- **Privacy of Planning;** *Details discussed with the team are not public until formally released.*



## October - November

- Brand Development & Release

## November - December

- Early Digital & Sponsor Promotion
- Physical Merchandise (e.g. apparel, flyers)

## January - February

- Day-Of Preparation (e.g. event materials, press relations)
- Event Detail Releases (e.g. keynotes)
- Production Campaigns (e.g. EONYU, Promos)

## March

- Intensive Promotion (Digital & Physical)
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# Brand Procedures & Guidelines

All promotional materials must align with the brands and images of the following communities:

- New York University
- NYU Entrepreneurial Institute & NYU Entrepreneur
- Berkley Center for Innovation
- Annual NYUEF



#1EB0BF  
R=26 G=190 B=203  
C=63 M=0 Y=18 K= 0



#57068C  
R=87 G=6 B=140  
C=85 M=100 Y=6 K=0



NYU *ef*

\* Reference files can be found in [Drive](#).

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# Marketing & PR Guidelines

- **What do marketing responsibilities include?**
  - Event promotion via scheduled campaigns
  - Collaboration with external press outlets
- EF Marketing is integrated into existing platforms and structure of NYUEI
  - [Website](#), Newsletter, [Blog](#), Leslie eLab
  - [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#)
  - Access to social media accounts will be given to Marketing
- Campaign strategies will be developed by Marketing
  - Execution assistance from Remya Thomas (EI Communications)



# What's new for NYUEF17?

Let's talk new strategies and 2017 theme ideas.



- **Idea, Impact, Innovation**
    - Cycles of innovation through changes in societal roles and opportunity caused by ideation
    - *Application:* technology, economics/politics, identity/"world citizen," green sustainability, social impact, etc.
    - *Aligns:* #buildyourvision ('16) to #launchyourstory ('15) to #ideaimpactinnovation ('17)
  - Increase preliminary physical promotion as part of brand release (e.g. cycle flyers around the lab)
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