

GLOBAL ENTREPRENEURSHIP WEEK SIGNATURE ACTIVITY

SPEED NETWORK THE GLOBE



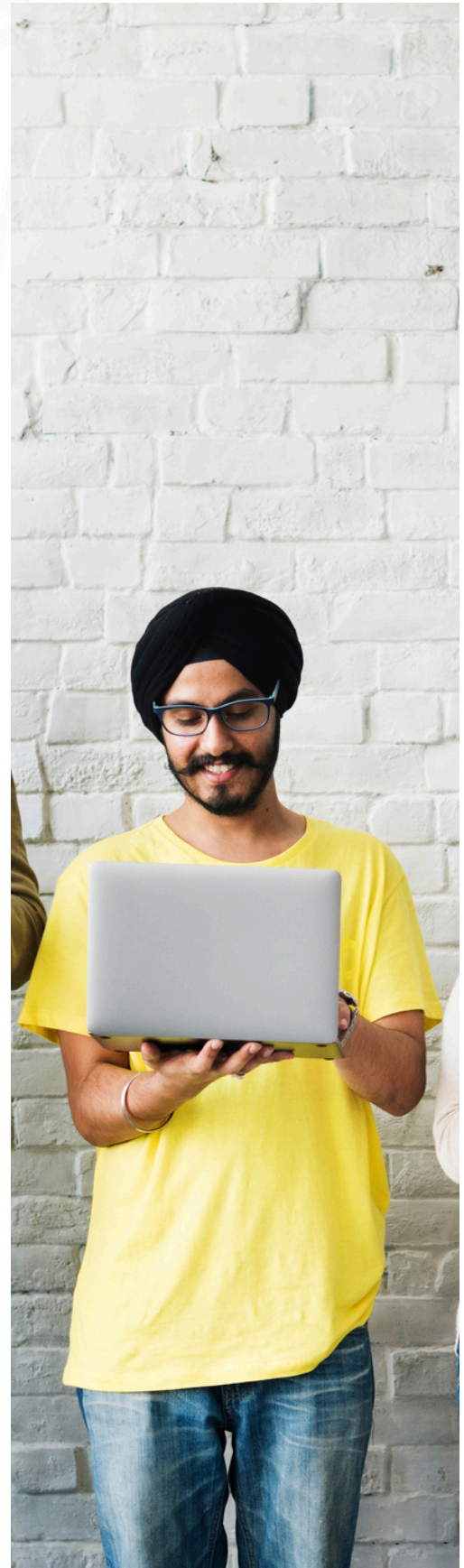
ABOUT GLOBAL ENTREPRENEURSHIP WEEK

Global Entrepreneurship Week is a movement to celebrate and empower entrepreneurs in every country and community around the world – especially those who face structural barriers or may have never considered the idea of launching a startup. Each November, 10 million people take part in tens of thousands of activities, competitions and events that inspire them to act and provide them with the knowledge, experience and connections they need to succeed.

Global Entrepreneurship Week reaches beyond high-tech startup hubs like Silicon Valley, London and Shanghai. It envisions one entrepreneurial ecosystem open to all, including smaller cities in emerging economies and under-represented communities, whether systemically marginalized, geographically hard-to-reach or otherwise pushed aside or left out. National campaigns are driven by local event organizers who plan activities tailored to their community's needs. Activities can range from small, local gatherings to massive international competitions – or anything in between.

While GEW only takes place one week each year, the connections made are long-lasting. The campaign serves as an opportunity to collaborate and engage with organizations and individuals to celebrate and spotlight entrepreneurs, expose people to the path of entrepreneurship, help them get started and facilitate access to capital and the resources to grow.

Global Entrepreneurship Week is powered by the Ewing Marion Kauffman Foundation and supported by a range of strategic partners including corporate sponsors like FedEx, entrepreneurship support organizations like Endeavor Global and JA Worldwide, a diverse collection of national host organizations and 25,000 local event organizers.



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GPartners are encouraged to plan activities tailored to their needs. Activities during the Week can range from small, local gatherings to massive international competitions - or anything in between. Meanwhile, a collection of signature activities provide partners with a ready-made offering and set of instructions to plan a local (or virtual) activity like a Startup Huddle event, Speed Network the Globe session or even a Startup Nations Policy Dialogue for your community.

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ABOUT SPEED NETWORK THE GLOBE

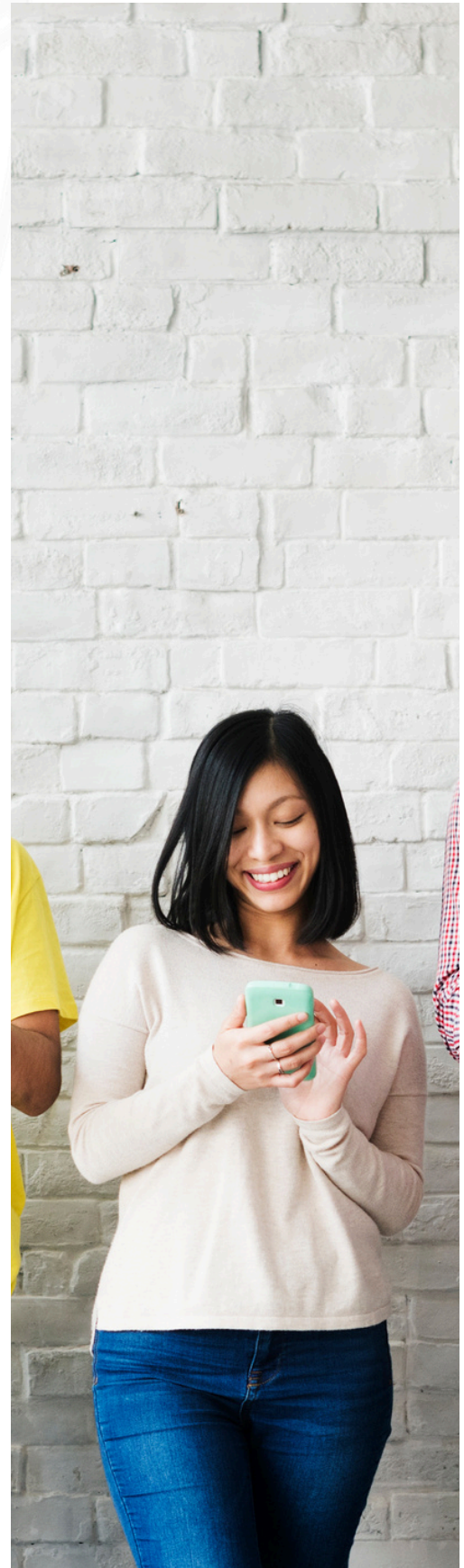
The Speed Network the Globe Signature Activity utilizes one of the most important skills for entrepreneurs: networking. In this Signature Activity, participants will have the opportunity to network and practice their elevator pitch with multiple people who can potentially help them on their entrepreneurial journey. When you are planning, make sure you have a diverse mix of participants: investors, resource providers, and entrepreneurs. If you participate in this Signature Activity, let us know by using the hashtags #GEW2022 and #SpeedNetworkTheGlobe.

The object of Speed Network the Globe is to catalyze as many speed networking events as possible across your country during Global Entrepreneurship Week.

Global Entrepreneurship Week is a celebration of innovators who dream big and launch startups that bring ideas to life. Each November, GEW reaches millions of people through local, national and global events and activities. From large-scale startup competitions and workshops to small, community discussions – GEW reaches new audiences and connects participants to a network that can help them take the next step, no matter where they are on their entrepreneurial journey.

Speed Networking the Globe (SNTG) is one of the easiest GEW activities to replicate in any community. It is an ideal activity to organize during GEW because:

- It's generally free to host,
- It can happen anywhere,
- It highlights and helps improve a basic but fundamental entrepreneurship skill that often gets overlooked - networking!
- It's an efficient way to expand the participant's network, which is valuable for both budding entrepreneurs and those with existing businesses.



ABOUT SPEED NETWORK THE GLOBE

It's also a great way to introduce audiences to one another who otherwise may not have crossed paths— mix policymakers with entrepreneurs, or students with mentors.

In this activity guide we have provided step-by-step instructions you can use to organize your own Speed Network the Globe activity during Global Entrepreneurship Week.

With 180 different countries taking part in Global Entrepreneurship Week – including nearly 10million participants and 39,000 events happening simultaneously during the week – it's a fantastic opportunity to make valuable connections and expand your network.



HOW TO ORGANIZE

HOW DOES SPEED NETWORK THE GLOBE WORK?

Speed networking is a very simple format – anyone can run it and it is generally free to organize. All you need is a room, a whistle and people interested in networking and making connections. Begin by having everyone talk to someone they've never met before. Each time you blow the whistle– we recommend every five minutes, but you can make the session as short or as long as you want – everyone has to talk to someone new.

WHAT YOU NEED TO ORGANIZE THE ACTIVITY:

- Venue / meeting room, depending on the group size, local colleges and universities, community centers or other large meeting spaces may be inexpensive or free to use
- Whistle, bell or cellphone alarm that you can use to alert the group when it's time change networking partners
- Name tags
- Refreshments (optional)

WHO SHOULD ORGANIZE:

- If you are hosting an event during Global Entrepreneurship Week and want to get people involved – speed networking is the perfect 10-minute ice breaker.
- Speed Network the Globe is a great event to organize if you're looking to expand your network's size.
- If you're interested in facilitating crowd-sourced solutions to challenges an entrepreneur may face starting a business or seeking funding.
- If you're looking for a good way to meet mentors and gain or share quick advice.
- If you want to engage local community leaders, entrepreneurs and startup champions with their peers in communities around the world.



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WHAT YOU NEED TO ORGANIZE:

What should you talk about? Networking is great, but it runs more effectively and efficiently if there are clear goals or questions for the evening.

You can keep the conversation open or set specific topics. Here are some topics or questions you can use to kick-off your Speed Network the Globe event and keep it moving throughout the activity:

- Can entrepreneurs change the world?
- What is your startup idea?
- How will your startup idea or service impact the next generation?
- How would you like to make a difference in your local area?
- What is your greatest ambition?
- What would you do with a million dollars?
- What does your community need to grow and thrive?

STOP! Now that you are ready to organize Speed Network the Globe in your community, don't forget to register your event on our website: <http://gew.co>.



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WHY SHOULD YOU ORGANIZE A SNTG?

- **It's easy.**
 - Speed Network the Globe requires minimum organization and has a wide appeal.
- **Flexible.**
 - It can be tagged onto any other event as an icebreaker, or it can stand on its own.
- **Connections.**
 - It's the best way to make connections fast and ensure that no one is left out. At a regular networking event, participants often talk with the same people, and others may be left on the sidelines. Speed Network the Globe allows everyone to meet and to foster connections.
- **Solutions.**
 - Speed networking is a brilliant way to brainstorm ideas and solutions. If you know the other participants already, it's a quick way to share everyone's ideas at the start.
- **Networking Skills.**
 - You can have a great idea, but if you don't share it with others, it will remain only an idea. Networking is a key entrepreneurial skill and is often overlooked in the formal development of a business. Speed networking is an easy and fun way to hone this key skill and fight the common fear of talking to strangers. It's also a great way to hone your startup pitch in a short amount of time.
- **Raise your profile.**
 - Holding a special, prominent speed networking event (special guests, different or unusual location, high number of participants, etc.) will increase your media coverage.
- **Represent your country on a global platform.**
 - You will be representing your country along with almost 170 other countries who may be taking part in Speed Network the Globe. Every event counts to make your location a prominent leader in Global Entrepreneurship Week.



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10 STEPS TO GET THE MOST OUT OF YOUR EXPERIENCE

- **Build relationships.**
 - Networking is not just about handing out business cards to strangers, it's also about asking questions and listening, to get to know each other, share insights on challenges and successes as well as to find common ground.
- **Stand out from the crowd.**
 - Stories are powerful tools to make people remember you. Think of an interesting story about yourself that would make someone want to know more.
- **Be prepared.**
 - Whether a networking event is free or costs money, you still want to make the most out of the experience. Think about why you are attending and what you would ideally like get out of it. If you know in advance who is going to be there, identify the people you would most like to meet and have a few questions ready.
- **Be ready with your pitch.**
 - If you have an idea, be ready to talk about it! This is your time to perfect your elevator pitch. Imagine you are in an elevator with a very important person and you need to explain your idea to them in 30 seconds or less, before the doors open. Practice the timing and make sure you have a simple one-line explanation about who you are and what you do. This is a key part of effective speed networking.
- **Give something back.**
 - Networking is about sharing and helping each other. Keep your eyes and ears open for gems of intelligence and share it with people you've met. If you know about a useful book, news article or resource, share it!



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10 STEPS TO GET THE MOST OUT OF YOUR EXPERIENCE

- **Be a connector.**
 - Make introductions between the people you think would benefit from knowing each other. People will really appreciate it and remember you for the helpfulness and generosity.
- **Keep in touch.**
 - Real networking isn't about meeting people and then forgetting about them. It's about making and nurturing contacts that help you throughout your life. Follow up with your new contacts immediately by phone or email to see how you can help each other.
- **Don't be shy.**
 - If you meet someone you think could really help with your ideas, ask if you can discuss your idea with them at a later date, over the phone, via email or in-person. You have nothing to lose by asking for help and advice, and most people are happy to help.
- **Say goodbye.**
 - You can often sense when a conversation is coming to an end, but even seasoned networkers find it hard to say goodbye. If you've been talking to someone for awhile, and a new person joins you, this is a good movement to move on and meet someone new.
- **Continue the conversation offline.**
 - After Global Entrepreneurship Week ends, stay in touch with people you have met or people in your area through our website at <http://gew.co>.



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CHECKLIST

- Select a date, time and location for your activity, and register the activity details by creating a profile on [gew.co](https://www.gew.co) and then selecting "Add Your GEW Activity."
- Send out invitations
- Key partners and sponsors
- General public and community members
- Media
- VIPs (local officials, business leaders, etc.)
- Promote on social media
- Prepare for outreach and engagement.
 - Submit a press release to local media
 - Reserve a photographer or videographer
 - Let GEW headquarters know of your activity by registering and then promoting through your social media accounts.



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OUTREACH

Please feel free to use the following news update:

(ORGANIZATION) TO HOLD SPEED NETWORKING EVENT DURING
GLOBAL ENTREPRENEURSHIP WEEK

You've heard of speed dating – the efficient way of finding dates in your area. At (insert organization), we're applying the same theory to networking for your career. A key component to succeeding in business is through networking – discovering new partnerships and possibilities. The hard part is figuring out how. On (insert date), (insert organization/organizer) will be hosting an exciting event called Speed Network the Globe at (insert venue and time). Anyone can participate in the event, including (insert relevant audiences: students, budding and established entrepreneurs and anyone else interested in networking) who are invited to attend the free event that aims to unleash enterprising ideas and help those taking part make connections – fast!

Speed Network the Globe is part of Global Entrepreneurship Week, a grassroots initiative that brings together nearly 10 million people across 180+ countries each November. This year even more people will be involved – many in speed networking sessions just like this one. The Speed Network the Globe event will take place at (insert time, date and venue). For more information or to find out how to get involved in GEW, visit <http://gew.co>.



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DIGITAL AWARENESS

Register your activities as 'GEW Official Activities' on GEW.CO to participate in the worldwide campaign and connect with the GEW Host in countries where your activities are being hosted. engage in the global dialogue around GEW on your favorite social media channels to spread the word and show others what your community is all about.

Be sure to post photos and video clips from your GEW activities and events on social media using the official hashtag!

For more information, access our [digital promotional toolkit](#).

BRANDING SUPPORT + ADDITIONAL GUIDANCE

GEN provides all partners with tools, templates and resources to help plan, promote and produce an activity or otherwise get involved during Global Entrepreneurship Week. Go to gew.co to find:

- GEW 'Official Activity' badge
- GEW activity branding guide
- Promotional toolkit + social media card templates
- Leaderboards for the most active partner organizations and cities and more.

For any questions, reach out to Garry Lyon at garry@genglobal.org.



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ABOUT GEN

The Global Entrepreneurship Network operates programs in 200 countries and territories aimed at making it easier for anyone, anywhere to start and scale a business.

By fostering deeper cross-border collaboration and initiatives between entrepreneurs, investors, researchers, policymakers and entrepreneurial support organizations, GEN fuels healthier start and scale ecosystems that create more jobs, provide education, accelerate innovation, and strengthen economic growth.

GEN's comprehensive global footprint of national operations and global verticals in policy, research and programs ensures members have uncommon access to the most relevant knowledge, networks, communities, and programs relative to size of economy, maturity of ecosystem, language, culture, geography and more.



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