

Event Organizer Guide

Hosting an event during AKEW means contributing directly to Alaska's entrepreneurial ecosystem. This guide covers everything needed to plan, submit, and deliver a successful event.

Why Host?

AKEW is an open platform built on one principle: bring expertise to communities that need it. If there is a topic, a skill, or a resource that Alaska entrepreneurs need, hosting an event during AKEW is the most efficient way to deliver it. AKEW handles promotion and coordination so event hosts can focus on content.

What AKEW Provides (at No Cost)

- Listing on the statewide event calendar with full promotion across web, email, and social channels
- Scheduling coordination to minimize conflicts with other events during the week
- Statewide brand visibility alongside Alaska SBDC, SBA, JA Alaska, and other partners
- Connection to the region's City Lead for local coordination and support
- Post-event analytics on attendance and engagement

Event Quality Tiers

AKEW uses three tiers to help attendees understand what to expect. All tiers are welcome and promoted.

Featured Events

Curated sessions with actionable content, qualified presenters, and structured feedback. These events meet AKEW's criteria for format, content depth, and attendee value.

Partner Events

Hosted by established organizations (SBDC, chambers, universities, nonprofits) with existing programs. Leveraging AKEW's coordinated promotion to expand their reach.

Community Events

Grassroots events hosted by entrepreneurs, small business owners, or anyone with valuable knowledge to share. Open platform, open to all.

How to Submit

1. Visit akew.org/events/community/add/
2. Fill in event details: title, description, date/time, format (virtual/in-person/hybrid), location
3. AKEW reviews and approves submissions (typically within 48 hours)
4. Once approved, the event appears on the statewide calendar and promotion begins

Event Format Best Practices

- Keep sessions to 60-90 minutes. Attendees have multiple events per day.
- Include actionable takeaways. "What can attendees do differently tomorrow?"
- Offer virtual access whenever possible. Many Alaska entrepreneurs are in remote locations.
- Leave time for Q&A.; Community interaction is the highest-value part of AKEW events.
- Record the session if possible. On-demand content extends impact beyond the week.

Suggested Topics (High Demand)

- Business entity selection and formation in Alaska
- Loan applications and funding strategies
- AI tools for small business operations
- Marketing and social media for Alaska businesses
- Government contracting and procurement
- Youth entrepreneurship and financial literacy
- Industry-specific: fishing, tourism, construction, retail

Contact

Questions? Email contact@akew.org or connect with the City Lead for the region.