

Organizing an Event

PLANNING AN EVENT/VISIT

Meeting with a startup company

By meeting with the management and employees, Members of Congress can gain a better understanding of the contribution that the company is offering to the community and understand what tools and support startup companies need in order to expand and succeed.

Pick the type of event to host

- **Public Event**

Members may schedule a public event(s) at the company's location to create awareness that startups exist within their community, discuss its positive impact, and explain what goods or services it offers to the public. This type of event can be in the form of a town hall or a community forum. These can both be effective depending on what type of startup company you choose to visit. If Members of Congress choose to hold a forum based event, it is important that they not only use knowledgeable individuals to serve on the panel, but also use a variety of people who have been employed by or have otherwise reaped benefits from the addition of these companies.

- **Press Conference**

Members can choose to specifically reach out to local press and raise awareness of one or more startups in the district. At the press conference, it would be useful to explain how these companies are positively impacting community members by generating revenue and bringing skilled jobs and an innovative, entrepreneurial spirit to the area.