

Organizing a Great Event

Sep. 22, 2023 - Oct. 1, 2023



DriveElectricWeek.org

Platinum Level Sponsor



PRESENTED BY:



Nissan ARIYA® & Nissan LEAF® are the exclusive automotive sponsor of National Drive Electric Week™

EVHYBRIDNOIRE

Organizing a 2023 Electric Vehicle Event: In-Person or Virtual



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NDEW Co Founding
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[DRIVEELECTRICWEEK.ORG](https://driveelectricweek.org)



What is National Drive Electric Week?

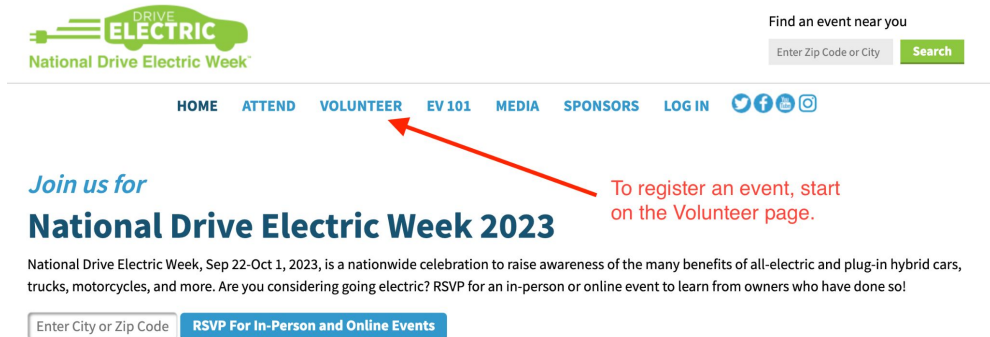
A national campaign of EV events organized by individuals and organizations across the US and internationally. Plug In America, Sierra Club, and the Electric Vehicle Association and EVHybridNoir serve as the national team providing support to events.

- Support provided at no cost:
 - Printed EV educational materials, online event page, a banner, support recruiting dealerships to attend your event, and many other resources.



Registering an Event

1. **First, visit the Volunteer page.**
2. Follow the first step and add your name/email/location to register as a volunteer.
3. Complete the second step and provide your city/state/country.
4. Then, scroll down the list of nearby events and click the button “Register to organize a new event”



Registering an Event

Step 3 of the Volunteer process is where you can register your event.



Welcome [Lindsey Perkins](#) [Sign Out](#)

Find an event near you

Enter Zip Code or City

[Search](#)

[HOME](#)

[ATTEND](#)

[VOLUNTEER](#)

[EV 101](#)

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National Drive Electric Week Volunteer Sign-up

Thank you for your interest. Now, please let us know where you are.

Step 1: Provide your name/email.

Step 2: Provide your city/state/country to see events near you.

Step 3: Volunteer at an existing event or register to organize a new event.

Country*

State*

City*

[Search](#)

Nearest Events

Here is information on the one event nearest you. You can RSVP to attend or offer to help organize this event. You can also use the [event map](#) or the [full event list](#) to see all events.

[Drive Electric NWA](#)

Sep 30, 2023

[RSVP](#)

[Volunteer](#)

Register An Event You Are Organizing

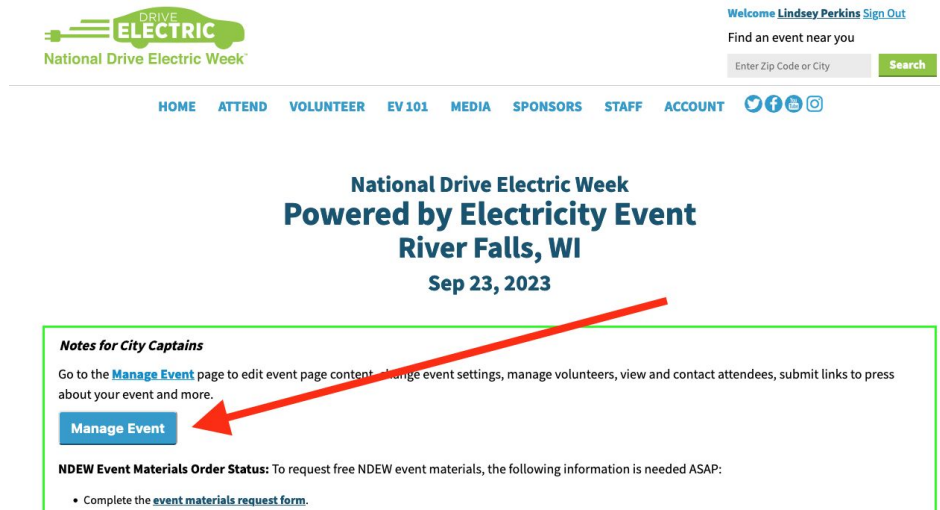
If you are organizing an event that's not listed on our site, use the button below to register it and receive event support such as free EV educational materials, training webinars, online event resources, press contacts, and much more!

[Register To Organize A New Event](#)

Click to register your event

Navigating to Your Event Page

1. Log in using link in top menu
2. Click on Account
 - a. This links to past and current events you've organized
3. Click on your event's link and then the Manage Event button



Your Event Page Editor



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Event Management Tools

River Falls, WI

Sep 23, 2023

Choose from the buttons below to edit your event information, manage volunteers, manage and communicate with attendees, file an event report, or submit links to press for your event. Return to [event page](#).

Editor

[Settings](#)

[Volunteers](#)

[Attendees](#)

[Event Kit](#)

[Press](#)

[Help](#)

[Admin](#)

Date and Time

Duration

Event Date

Start Time *leave blank until time is known*

End Time *leave blank until time is known*

Time Zone

If your time zone isn't listed, contact [support](#).

Your Event Page for Recruiting & Public

- Notes For City Captains section
 - All important notifications can be found at the top of the page in the Notes for City Captains section, when you're logged into the website.
- Editing your event description
- Asking attendees if they want to share their EV experience, show their EV, or offer rides to attendees
- Feature to request attendee email addresses
- Registering co-captains

Drive Electric Event Poolesville, MD Sep 18, 2021

View page as: [public](#) · [volunteer](#) · [city_captain](#) · [staff](#) · [admin](#)

Day: Saturday, September 18, 2021

Time: 10:00 am - 4:00 pm (America/New_York)

Location: Poolesville Parking Lot at Rt 109 and Rt 107 (Anyt
19950 Fisher Ave
Poolesville, MD 20837

RSVP	Register to attend.
Participate	Share your experience and/or show your EV.
Volunteer	Help organizers plan the event.
Contact	Contact the event organizers.

Hosted by [Poolesville.Green](#), a non-profit 501(c)(3) organization encouraging Sustainable Living and, the [Maryland Tesla Owners](#), a non-profit 501(c)(7) organization supporting the rEVolution to Electric Vehicles and the mission of Tesla, and supported by local organizations like [One Montgomery Green](#) (OMG), [MD.Volt](#), [Electric Vehicles Association of Greater Washington, DC](#) (EVA/DC), [Northern Virginia Tesla Owners](#), and others. Volunteer, Sponsor!

This is the largest National Drive Electric Week event in the area (one of the largest in the world), come join us!



Inclusive EV Events

- Feature used EVs / refer to Plug In America's [Used EV Buyer's Guide](#)
- Choose event location easily accessible via public transportation
- Choose event location easy to navigate using wheelchairs, canes, etc.
- Identify volunteer who can check-in with and, if requested, assist people with vision/hearing/mobility impairments
- Promote the event in multiple languages
- Recruit volunteers who speak multiple languages



Safe In-Person Events

- Meet requirements of local health authorities
- Independently consider an EV showcase and a Ride and Drive
- Consider the safety of both event staff and participants
- Reminder: Hand Sanitizers and wet wipes for ride and drives
- Keep windows down during test drives and wear a mask during the ride



Photo Credit: Wrensey Gill, Vice President Evolve KY

NDEW Event Features

Rides and Drives



Talking to EV Owners



Film Viewing or Panel Discussion



Photo Credit: ACDC Hybrid EV Training

NDEW Event Features

Ribbon Cutting Ceremony



Photo Credit: Margo Magnant

Exhibitor Booths



Photo Credit: North Central Texas Council of Governments

Private and Public Fleet Displays



Photo Credit: Poolesville.Green - JD Taylor

NDEW Event Features

- Electric Bus Rides
- School Bus Displays
- Live Music
- Local Food Trucks
- Workshops
- Speakers
- Public Officials
- City Proclamations
- Policy Announcements

NDEW 2023 Proclamation



- Inviting local elected officials to speak at your NDEW event is quick + easy, with big upside!
 - a. Attend Town Hall meeting to engage public officials face to face
- Use the [AchiEve Model EV Policy Toolkit](#) to work with public officials and accelerate EV adoption in your community

Find template at:

DriveElectricWeek.org > Log into the website > Account > Event Planning Guide > Promoting Your Event > Engaging Public Officials

Local Sponsorships

- What can sponsors provide?
 - Event space
 - Promote your event via email, print ads, social media, etc.
 - Contribute funds or in-kind donations such as food or raffle prizes
- What benefits can you offer sponsors?
 - Logo / brand visibility (social media, banners/posters, etc.)
 - Booth at the event
 - Potential customer leads (for dealerships)



EV Parades

Parades are a great way to showcase how quiet and clean EVs are!



EV Caravan

- EV Caravans can be easy and fun!
- Cruise your town's downtown area or other neighborhoods to showcase how quiet and clean EVs are



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Online Events - Best Practices



Choose the right platform

- Start by making a checklist of features you need

Audio quality is important

- Live music performances or virtual test drives may need audio improvements

Test runs are crucial. They allow you to:

- Test transitions between slide decks and other elements such as speakers and polls
- Identify awkward transitions and parts that start to feel too long
- End on the right tone

Online Events - Best Practices

Keep it short and entertaining

- Keep each segment about 10 minutes long, and definitely no longer than 20 minutes

Use pre-recorded videos wisely

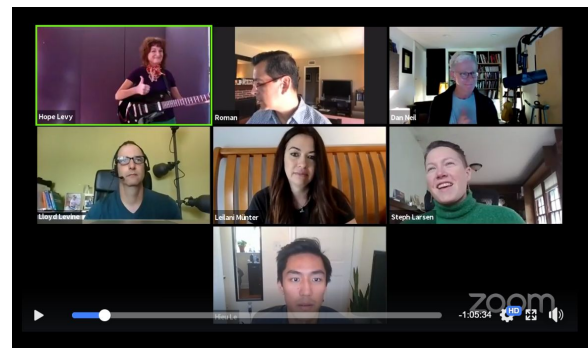
- Use only if it's more effective than a live presentation of the material
 - Is it funny?
 - Is it well-produced or explained?
 - Does it flow with your presentation visually?



Save the call to action for the end

Online Events - Sponsor Benefits

- Value can come from direct engagement with their target audience or via branding opportunities
- **Ideas for virtual sponsor benefits**
 - Pre-recorded sponsor message
 - Pop-ups/polls asking attendees if they want to learn more about sponsor's product or service
 - Include sponsor logo on welcome slide
 - Event networking app that enables more direct interaction between attendees and sponsors



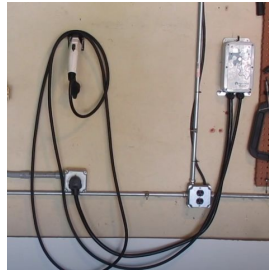
Online Events - Best Practices

[View an example of a virtual test drive.](#)



Online Events - Best Practices

- Show the EV make/model
- Explain EV charging and show an example



Online Events - Best Practices

- Driver can talk about various EV topics while driving, such as how the vehicle performs in cold weather
- Find creative ways to convey the driving experience virtually



Questions?



Contact NDEW Support
support@driveelectricweek.org