



**BITS &  
PRETZELS**

S T A R T U P      N I G H T

Munich, September 30, 2019



**Introduced in 2017, even better in 2019: The Bits & Pretzels Startup Night!**

We want to take the event to the next level and create something that this city hasn't seen before. On September 30, Munich will be all about startups. Open your office and show us your world. Let's create a night of networking, learning, inspiration and founders spirit.

It'll be a night that connects startups even if they're not at Bits & Pretzels. Our vision is to inspire everybody for startups and help people with their already existing startup to generate maximum attention and create a network.

**Why create your own event?**

- Create maximum attention
- Connect with the perfect target audience
- Get in touch with other startups
- Show how your company works
- Network in a relaxed atmosphere
- No participation fee

**Why participate?**

- Meet cool people
- Networking
- Inspiration
- Look behind the scenes
- Most of the events are completely free of charge

**Any questions?**

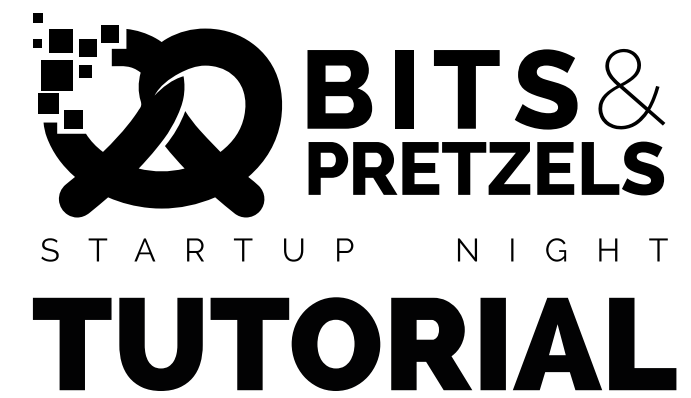
Contact us!  
E-Mail: [startupnight@bitsandpretzels.com](mailto:startupnight@bitsandpretzels.com)  
Phone: +49 089 21554414

**One Night.**

**One City.**

**50+ Startups.**

**5000+ People.**



## HOW TO SET UP YOUR EVENT?

### STEP ONE

- Go to [www.bitsandpretzels.com/startup-night/](http://www.bitsandpretzels.com/startup-night/) and click on the button 'Host your own event'
- Fill out the 'STARTUP NIGHT [Information Form](#)' (deadline August 30)

Now your event is registered at Bits & Pretzels STARTUP NIGHT.

With the given information we will set up your event on [www.eventbrite.de](http://www.eventbrite.de).

### STEP TWO

Now you will receive two emails:

- Eventbrite will send you a notification that we made you an Admin of your Eventbrite event
- We will send you a confirmation, that from now on your event is online at the official STARTUP NIGHT [Landingpage](#)

Now your event is online and STARTUP NIGHT participants can sign up for it. If you want to make sure, that your event will be successful, you should promote it. In the following step we will give you a short promotion guideline.

### STEP THREE

- Log in your Eventbrite event and link&publish it on your facebook page (if you need help with this just [look here](#))
- Go to facebook and add [Bits & Pretzels](#) as a Co-Host of your event so that it will be displayed in the Bits & Pretzels Calendar.
- Name your event and add our part at the end like: „Event Name example | Bits & Pretzels Startup Night“ It would be great if you can also add this official Startup Night logo to your cover picture (you can [find it here](#)).
- Invite all your contacts to your event - just use the Eventbrite Invite Tool (if you need help with this just [look here](#))

We're happy that you are part of Bits & Pretzels STARTUP NIGHT. If you need more help with event promotion or you want us to invite to your event - don't hesitate to contact [startupnight@bitsandpretzels.com](mailto:startupnight@bitsandpretzels.com)

