

Virtual Shinnenkai Week

Description

Week-long virtual event which featured live cooking events with JET alumni & a book discussion on Japanese themes, culminating in a kampaï and re-connecting at the end of the week.

Details

- Event focused on food and celebrations, starting JET alumni & their skills
- 3 guest chefs doing cooking demonstrations via Facebook Live
- A book discussion with a Buddhist monk on his published guide on how to bring Zen teachings to cooking
- Concluded with a Friday night virtual celebration with a shochu cocktail demonstration, kampaï, breakout rooms for alumni to get to know each other, & nijikai game night
- 46 attendees including one JET candidate & several JET alumni from the 90's
- Free event to attend but if you paid \$15 you could get a swag bag mailed to your house (chopstick set, grocery bag, recipe cards, & mask)

Tips

- Week-long celebration helped build momentum
- Featuring alumni and their talents increased engagement
- Making Friday night celebration free with optional \$15 swag bag relieved virtual burnout to some degree



JETAA New York



3-piece
cutlery set



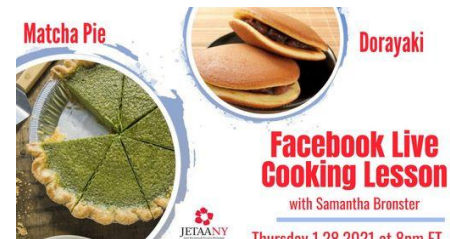
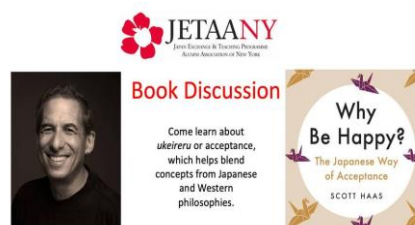
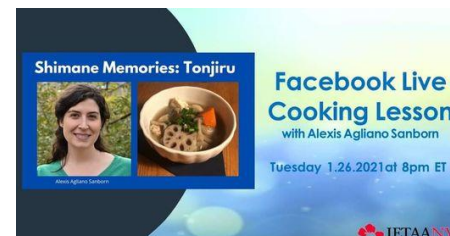
Re-usable
Shopping Tote



Face Mask



Recipe
Cards





JETAA New York

Sashimi Under the Stars



Description

Outdoor summer “piggy-back event” of a local park concert as an opportunity to gather JETs & FOJs



Details

- Over 15 alumni in attendance
- Subchapter and cross-chapter attendance including New Jersey, Pennsylvania, Minnesota, & Florida
- JETs could pre-order dinner, which supports a local Japanese restaurant (not required though)
- Attendees could also bring their own food
- 100% refund of meals if cancelled due to weather

Tips

- Great way to help visiting alumni meet chapter members
- Monitor weather conditions closely because event is outdoors
- Utilize existing free events and build off of them; lowers some of the burden of event organization



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