

EVENT ORGANISER PACK

HOW TO HOLD A SUCCESSFUL ALUMNI EVENT



THANK YOU FOR VOLUNTEERING!

We're so grateful you've donated your time to arrange an event in your region.

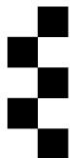
We'd love to meet every graduate in every country but it's just not possible. So the best way for us to stay connected and reach the widest audience is to hand the reigns over to you.

Who better to hold an alumni event than our alumni!

Don't worry you're not alone - we're with you every step of the way and we've put together this handy event pack to help you get started. Our events vary widely, from professional networking and lectures, to reunions; we've even played sports in Poland! The world is your oyster so get creative.

The main objective of our events is to hear what our alumni are up to and where their lives have taken them, to share news of Essex and to continue to strengthen our amazing global network. We are Essex, and Essex is for life.

Don't forget if you have any questions, you can contact us at alumni@essex.ac.uk or call +44(0)1206 87 3372



PLAN IT!

Use the below space to plan your event

EVENT IDEAS

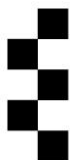
*Do you want to hold a reunion, inspire prospective students to think about coming to Essex or get other alumni involved with volunteering as well? What date(s)?
How many people do you want to attend: small & intimate group (up to 10) or large reunion event (100+)?*

VENUE IDEAS

Pick a central location. Does it have capacity? Will it cost (if yes), what's included and can guests pay for themselves on arrival? Is the venue accessible? What other information do they need to confirm the event?

PROMOTION IDEAS

How do you plan to promote the event? We can send targeted e-mails and share your event on our social media channels. Word of mouth is a very effective promotional technique.



ORGANISE IT!

Venue

Make sure you ask key questions before booking/deciding on your venue:

- Availability
- Cost – if any
 - What's included in the price?
 - How is this paid – ensure there are no up-front costs to you and that alumni can pay for themselves on arrival
- Capacity
- Legalities – venue liability, health & safety, emergency procedure (just in case!)
- Are there any restrictions?
- Can you decorate the area
- Can you reserve an area under the name 'the University of Essex'

Invites

We will co-ordinate your invites from the alumni office to ensure you reach the largest audience. **We need at least 8-10 weeks' notice in order to promote your event.**

Before we send invites we need to know:

- Date
- Event type
- Maximum capacity
- Price (if any)
- Location - even if venue hasn't been decided we'll still consider sending the initial invite.
- Target audience

Promotion

We tend to follow up every invite with a reminder to book or we may even include it in our monthly newsletter too. However, we also recommend sharing the event amongst your Essex network to ensure the maximum amount of people are reached. We can only contact those that have kept in touch with us and have updated their current location with us so encourage everyone to keep in touch www.alumni.essex.ac.uk. All event registrations **MUST** be via the Alumni Relations office.

Utilise our social networks to get the message out:

- Facebook
- Facebook groups
- Twitter
- LinkedIn
- #essexalumni across all platforms

Your *Event Organiser* pack

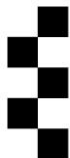
We've included some promotional items for your event.

For you:

- I AM ESSEX T-shirt & lanyard for you to wear on the day

To decorate your venue:

- Branded balloons
- Tent cards
- The latest alumni magazine
- Alumni info leaflets and flyers



WHAT TO EXPECT FROM US

Planning the event

We'll offer you feedback and our expert insight into the type of event you're planning, offer you advice and tips of how to make your type of event a success and give you advice on everything from best days to hold an event, timings or numbers.

4-6 weeks before

We will create an online booking form and add the event to our events calendar. We'll send the initial invite to all of those in your region via e-mail. We will manage all registrations and liaise directly with you if any questions arise.

4 weeks before

We will include the event in our monthly newsletter to reach anyone that may not have updated their current details or will be promote the event on social media.

2 weeks before

We will send a reminder to all those that haven't booked on to the event to encourage more bookings. We will continue managing all registrations and liaise directly with you if any questions arise, advise you on how registrations are going.

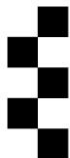
1 week before

We will close online booking and request any further registrations come directly through the office e-mail. We will send an event reminder confirming location, meeting point, timing and any other necessary pre-arrival details. We'll also include contact details for you should they need to get in touch with you directly on the day.

1-2 days before

Send you a final registration list so you know who to expect and check you have everything you need for your event. Below is an example list – you'll need to send back a completed version of who attended for us to update our records. The information is strictly confidential and for registration purposes only.

✓	Surname	First name	Subject of study	Class of	Position	Organisation
	Doe	Jane	Psychology	1995	Psychologist	Self-employed
	Smith	Bob	Accounting	2010	Accountant	Money Ltd



ON THE DAY

We've included some handy conversation starters (page 6) to help get everything going.

Don't forget, the main objective of our events is to hear what our alumni are up to and where their lives have taken them, to share news of Essex and to continue to strengthen our amazing global network. We are Essex, and Essex is for life.

Remember to register everyone accurately, especially latecomers.

Depending on the size of the group it may be useful to introduce the group to each other using the registration list details and start to ask a few questions to establish common ground.

If the group is large then perhaps kick things off with a welcome speech and introduce the format of the event to everyone.

Make sure you stick to your timings to ensure a smooth event.

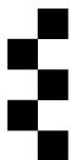
AFTER THE EVENT

Send us your registration list to let us know who has attended as soon as possible so we can update our records.

Feedback

We'll ask you for feedback for the event as well as following up via e-mail to your attendees and asking them to complete an event follow up survey. Here's an example of the type of things we'll want to know from you:

- What was the feedback from attendees?
- How could we improve the experience?
- Which topics had the most engagement?
- Did attendees engage with Essex issues?
- Were there any negative issues raised?
- Did the group enjoy themselves, did everyone engage and did anyone say they'd like to volunteer themselves?
- Did you enjoy the experience – would you host another event?
- Did you need anything else from us?



CONVERSATION STARTERS

These are only to guide you to get conversation flowing with the group. You might find it useful to refer to these to share news with the group, or get their feedback on their experience.

Personal

- Introduce yourself: what did you study at Essex, what are you doing now?
- What was your favourite place on campus?
- Are you still in touch with your classmates?

Workplace and career

- Did you know that 91% of our EU students and 87% of our international students are in are in professional employment or postgraduate study within six months of graduating from Essex (DLHE 2016)? What was your first job? What did you think of the workplace?
- Do you think you could offer any support to recent graduates – either through mentorship, work placements or job offers?
- What advice would you give to graduates about the workplace?
- How did Essex equip you for the workplace?

Why Essex?

- What advice would you give to prospective students from your region thinking of studying at Essex?
- Why did you decide to study at Essex?
- What were your favourite memories of being at Essex?
- Have you been back since?

News from Essex

- Brand new £12 million Sports Arena opened Sept 2017: eight badminton courts, three basketball courts, three netball courts, five volleyball courts and two futsal courts, seating for 1655, two physiotherapy labs, state of the art sports therapy clinic and home to our newest department, Sports Rehabilitations and Exercise Science.
- 22nd in the UK in *The Times and The Sunday Times Good University Guide 2018*
- Essex is rated GOLD in the Teaching Excellence Framework 2017
- Awarded Queen's Anniversary Prize 2017 for world-leading research by Institute of Social and Economic Research

Alumni Membership

- Do you receive the annual alumni magazine/ monthly newsletter and e-invites to events? Do you have any feedback on any of them?
- Have you heard about ways you can get further involved with Essex?
- Did you know you can get access to academic journals on JSTOR by signing up to our alumni webpages?
- We run an international volunteering programme, you can speak at or organise events just like this one. Assist at recruitment fairs by telling prospective students your excellent experience at Essex. You can even contribute to our social media, blog or magazine or complete a profile all about your time.