



Alumni Ambassadors Event Planning Guide



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Our Alumni Ambassadors are integral to organising a regular programme of events to engage with further alumni. We would be unable to do this successfully without the hard work of those alumni who spare their time to organise events and reunions to serve the alumni community in their area. We do not overestimate the value of the efforts of those alumni to the University and are more than happy to help in any way possible.

This guide will outline some suggestions and practical information that may be useful in planning any events. As always, if you require any help then a member of the Alumni Relations Team will be on hand to assist.

Alumni Relations Office Events

The Alumni Relations Team organise an annual series of events both in London and internationally hosting masterclasses and receptions across the globe. We also organise informal events where academics might be travelling for research or conferences for example, in order to make the most of the university representation whilst overseas. Our Institution also has presence at recruitment events which will give you the option to work with our various recruitment teams and speak to prospective students.

For these events we may require your assistance with some of the following:

- Suggesting suitable venues
- Representing the school in assisting with negotiations with venues/suppliers where necessary
- Printing name badges
- Assisting with registration duties at the event
- Documenting the event by taking photos or live tweeting for example, where appropriate

Every event is unique so there may be other opportunities and skills required. Naturally, where members of the Alumni Relations Team are present at the event, there will be less administrative help required.

For information on our upcoming events, please regularly check the [Alumni Events Page](#) of the website or email alumnievents@city.ac.uk and we will be able to advise you on planned events that may be taking place in your region. To view Cass alumni specific events, please click [here](#).

Alumni Ambassador Led Events

Regardless of events that may be planned by the school in your region, Alumni Ambassador led events provide a great platform for ambassadors to regularly engage with the community in their area through a series of tailored in-demand activities. It also provides the Ambassador with a fulfilling voluntary experience in event coordination.

Every country/region is different therefore the number of events that you organise may vary. It is a good idea to organise at least one main event per year with supplementary less formal gatherings throughout the rest of the year.



Q1. What sort of events should I be planning?

Dependent on the demands of your group/alumni community, there are a variety of different events that you can host to engage with your members. Ideally there will be a range of activities to appeal to the diverse interests of the alumni. As an example, you may wish to consider:

- Social/informal drinks or dinners
- “Welcome Home” events for recent graduates
- Career networking, often hosted by alumni at their offices
- Conferences
- Guest Speaker events
- Day-trips

Q2. How should I organise my event?

Fellow volunteers

You may find it helpful to organise your event in conjunction with one or more further volunteers. This will help to make any decisions and also spread the weight of responsibilities involved. Ideally you should start planning your event roughly six months ahead of the proposed date.

Decide on the event

You may have alumni that have suggested a particular event, or have a speaker that would be appealing to your community. Local tastes differ from place to place, so you and your fellow alumni will know best what will suit your group. A factor that may affect attendance which you may wish to consider may be the age of the alumni in your area. Please contact the Alumni Relations Team at alumniambassadors@city.ac.uk to seek advice regarding your community demographics.

Venue and timing

Once the general format of the event is considered and you have an idea of how many people may attend, you should start thinking about where your event will be held. Would a daytime or evening event be more suitable? Are there other major events planned locally that might affect attendance?

Budget

A contribution from the Alumni Relations Team may be available, however we would suggest making your events as self-sufficient as possible. Therefore consider whether you need to charge a ticket price to cover the cost of room rental? Or is your event more informal with no associated costs?

Communications

We aim to inform alumni of activities in their area as early as possible to get the best attendance. **Information should be confirmed at least one month in advance**; ideally two months’ notice period. We will send emails to the community on your behalf and will make sure information is posted to various social media platforms.

Remember your event can be as simple as a gathering in coffee shop or as elaborate as a sit down dinner with speakers.



Health and Safety Considerations

This section of the guide is intended to highlight the health and safety aspects to consider when planning an event in order to protect yourself and guests attending the event.

Taking into account the diversity of events, it is not possible to issue comprehensive guidelines which would fit all scenarios.

Therefore, it is recommended that you look at the Health and Safety checklist below and fill it in prior to the event.

Event Host	Yes	No	Not applicable
Have you considered the nature of the event and the wider implications it may have? Is the event deemed suitable to go ahead?			
Have you undertaken a thorough risk assessment considering your specific location?			
Has the risk assessment taken into account any additional or specific hazards unique to the event?			
Have you checked whether the venue has a public liability insurance for business purposes?			
Are the risks associated with each identified hazard sufficiently controlled?			
Confirmed that any necessary licenses/notifications have been applied for/received?			
If external service providers/contractors (such as catering services, AV companies etc) are being used for all or part of the event, confirmed that the required health and safety documents have been obtained and reviewed (i.e. proof of competence, risk assessments, method statements and insurance) and inductions have been arranged?			
Have you considered occupant capacity, what would be the maximum number of people occupying the building, part of the building or area where the event will be hosted?			
Have you considered if any additional directional signage should be positioned in appropriate locations to assist with crowd circulation, especially where exits are different to entrances?			
Please confirm that someone will be responsible prior to the commencement of the event, where appropriate, of announcing to attendees advising of the actions to be taken in the event of fire alarm activation. This should include: <ul style="list-style-type: none"> The locations of fire exits and escape routes. The instruction not to use passenger lifts (if applicable) If available, that there are wheelchair stair lifts which can be used in an emergency. The location of the assembly point. 			
In case of an emergency have you considered what would be location of refuge points and assembly points for the location of the event?			
Please confirm that the below has been considered: <ul style="list-style-type: none"> Be aware of the actions to be taken if the fire alarm is activated. Know how to raise the alarm in the event of an emergency and the location of the nearest call points. Be aware of the nearest Fire Action Notice which gives instruction for an emergency and assembly point for that venue. Be able to direct attendees to final exits. 			



<ul style="list-style-type: none"> • Know how to contact Security. • Ensure emergency egress routes are maintained at all times and all exit doors/gates/turnstiles remain unlocked throughout the event • Know how to call for first aid assistance. • Be familiar with the location of refuge points. 			
<p>Have you considered if any decorations could become hazards? Please consider the following measurements:</p> <ul style="list-style-type: none"> • Avoid any flammable decorations. • Avoid hanging decorations from sprinklers at any time. • Decorations should not obstruct exits, corridors or exit signage. They should also not obstruct fire alarm call points or fire extinguishers. • Decorations should not be placed near heat sources and remain clear of heat producing appliances and open flames. 			
<p>Have you considered the transportation of equipment, stalls, stands and materials, including their set-up and set-down needs to be controlled in order to reduce the amount of manual handling?</p>			
<p>In terms of food and drink can you confirmed the following requirements have been considered:</p> <ul style="list-style-type: none"> • If food and drink is to be served, measures to control spillages need to be established to prevent slips, trips and falls. • If an external catering company may be used to supply refreshments at events ensure they have their own risk assessments and procedures in place for food safety. 			
<p>Consideration must be given to the anticipated noise levels, taking into account the time, location and duration of the event to ensure other building users and neighbours are not affected.</p>			

Budget hints and tips

When planning your event it is very important to have a contingency to your budget to allow for any unexpected costs. Common elements to consider are listed below.

- Venue: Room hire fees
- Catering: Food and beverages, tea and coffee etc
- Audio-visual Equipment: Microphones for speakers, Projector for a presentation

When making arrangements for any event with a venue or vendor, remember to be careful of the following;

Tax: Be careful to avoid an unaccounted for additional tax on your bill! Make sure quotes include tax and clarify this with the vendor.

Refund Policy: Be sure to clarify dates with your venue by which point payments can no longer be refunded. Venues often operate a refund scale i.e full refund 6 months in advance, 40% 3 months in advance etc.

Catering Costs: Once you have confirmed your final numbers with a venue, you will be charged for this number even if not everyone turns up. Best practice is to confirm with your venue roughly a week in advance. For buffet items, it is often advisable to under cater by one or two for this reason.

Payments: Please choose a venue where credit card payments are available.



On the day

Registrant Lists

It's a good idea to have a list of registrants so that you know who to expect, but also so that you can keep track of who has attended. This is useful information to gauge who is interested in particular activities or if there are individuals who may make good fellow ambassadors. It is also an important tool used in collecting up to date contact details – so do let us know if you have any updates for our alumni.

The Alumni Relations Team will provide registration pages, send invitations and provide you with registration lists upon request.

Contact Numbers

Make sure you have the contact details of all parties involved in planning such as venue, entertainment, speakers etc so that you can easily get in touch with them should there be a last-minute change of plan.

After the Event

Let us know how it went! We would love to receive a small report of your event, any photographs and also the attendance list. We will then be able to publish your pictures and event information on our website, Flickr and possibly feature your event in the Alumni Ambassador Newsletter to share with the Ambassador community all over the world.

Always Here to Help

Don't forget, however large or small your event or activity, the Alumni Relations Team are always on hand to give advice, guidance and support. We enjoy receiving news of your activities and will do all that we can to assist making your event a success.

Office Contact Details:

Email: alumniambassadors@city.ac.uk