

Host an Alumni Event Guide

Whether you decided to host a Global Gathering event or you are planning the next reunion for your group, this guide will provide you with step-by-step advice which will help you to make your event a success.

Below you will find helpful hints and advice on how to plan your event, whether formal or informal, as well as how the alumni team can support you no matter of what kind of event you choose to organise.

8 SIMPLE STEPS TO ORGANISE YOUR EVENT

HAVE AN IDEA

Have an initial think about what kind of event you want to hold. Whether formal or informal, there are a variety of events you are able to organise in order to bring together the UEA community and your fellow alumni. Use your imagination and think of an event which you believe can leave the best impressions to your guests.

CONTACT THE ALUMNI TEAM

If you want to organise an alumni event and have some great ideas about it, the first step you need to make is to contact the alumni team. We are happy to talk through your ideas and probably put you into contact with other volunteers living in your area who are keen on offering an extra pair of hands.

Contact us through email or phone and we are here to help ensure the success of your event.

E-mail : Alumni@uea.ac.uk or alternatively Claire Eden c.eden@uea.ac.uk

Telephone: +44 (0) 1603593069

DECIDE ON THE TYPE OF EVENT

Have a think on what type of event fits better with the group you have decided to invite. There are various types of events you can organise such as formal dinners/lunches, informal gatherings at a hotel or even at your home, sporting events, meet-ups at pubs, group visits to museums or galleries etc. You may have a particular theme for your event such as the anniversary of your graduation, a national holiday or you may use your event to 'welcome back' UEA students who have recently graduated.

Tip:

Always have in mind that the event's theme and activities as well as the number of your guests can influence the style of your event. Choose the most appropriate for your guests.

CHOOSE A VENUE AND

DECIDE KEY DETAILS

Selecting the right venue for your event is vital for its success. You have to consider what you need from your venue, depending again of the type and the theme of your event.

Think:

- Does the venue provide food, or do you need to consider catering services?
- Does it have mobility access, transportation links, parking facilities?
- Should it be decorated so that fits the theme of your event?
- Would guests need to find accommodation?
- Is it child friendly? (if relevant)

Some more key details to make the day a success:

ENTERTAINMENT

If you want to ensure that all your guests will enjoy their time at your event, think about possible ways to achieve that.

Again you have many options. You can invite a guest speaker with a knowledge on your course subject or with a professional or general interest. We are also able to inform you whether an academic or a UEA representative is planning to visit your country at the time of your event.

Alternatively, you can always book some live music or a performer to entertain your guests.

Tip:

Whatever the type of entertainment you may choose, always have in mind that you probably need to book necessary equipment (microphones, screens, projectors etc.).

CAPTURE THE MOMENT

You may want to hire a photographer for your event, or perhaps one of the attendees has photography skills and would be happy to take pictures.

Please take as many photos as you can and share them with us!

SUPPORT UEA THROUGH YOUR EVENT

Donations from our alumni are very important in order to support effectively our current students, especially those with financial difficulties and ensure the University's sustainability.

By making fundraising a part of your event, you and your guests have the opportunity to bring a real change to the life of UEA students, or perhaps a local charity, or a cause close to your heart.

Tip:

Remember that the sooner you decide on the venue, the date and time of the event, the earlier we will be able to contact your potential guests and reach as many of them as possible.

DECIDE ON A BOOKING AND PAYMENT METHOD

Now that you have decided on the venue, it is time to set a date and time and arrange the booking and the payment methods.

Developing a budget and cost per head is important as it helps you have an idea of the event's overall cost. This will also allow you to decide on the fee you may need to set for your guests, and how this fee can be paid in order to be able track the movement of money.

Tip:

Take into account your guests and what realistically can afford to pay. Also, when you invite them you have to inform them on what is included in the price.

PROMOTE YOUR EVENT

The promotion of the event is crucial for its success and the alumni team is here again to help you with this. Using the alumni database we can send a group email on your behalf to targeted groups of alumni, inviting them to your event and giving them ways to contact you.

Once your guests start contacting you, there are two key things that you should do.

Firstly, send them the full details of the event, including any cost they may need to pay. Always be clear about what this covers.

Secondly, record the responses. This will allow you to keep track of who is coming and let them know that you've received their reply.

NEXT STEP? SHOUT ABOUT YOUR EVENT

Use your own email or social media channels and promote your event as much as you can. Have you booked a new performer for your event? Always keep your guest informed about the exciting new developments.

DO YOU WANT MORE PUBLICITY?

We are always happy to shout about your event through the alumni website, our monthly e-newsletter eZiggurat and social media. Don't forget to connect with us on social media.



<https://www.facebook.com/ueaalumni>



<https://www.linkedin.com/groups/724267>

NOW ENJOY YOURSELF!

It's time to enjoy the result of all your hard work. Firstly, you should send them an invitation including the event's programme and the cost per head. Always be clear about what this covers.

AFTER THE EVENT

The event has come to an end and you have done an amazing job. Here at UEA, we are very grateful for your vital contribution to the University. We would also love to hear if everything went well. Below are three steps to keep in mind after your event.

CONTACT THE ALUMNI TEAM

We would be happy if you could share with us some key information about your event such as what worked well, what kind of issues you faced, how you believe the event plan can be improved etc. This will help us provide you better support on your next event and advise other volunteers who are planning to organise an alumni event. You also have to provide us with a full list of attendees with their contact details. This is a great way to refresh our database and update contact details so that no one is going to miss any future event.

SHARE YOUR EVENT PHOTOS

We are sure that you and your guests took extraordinary photos. Share your photos with us and we are able to upload them on our website and social media accounts – Facebook and LinkedIn—as well as include them in eZiggurat. This is a great opportunity to find those that were missing for the next time and inspire other alumni to host their own events.

THANK YOUR GUESTS

Don't forget to send thank-you emails not only to those attended your event, but also to those who helped you plan the event.

HOW WE CAN HELP

We are more than happy to support with your event. We can:

- Support and guide you through the event process
- Identify the people that can be contacted for your event
- Send out email invitations to your event
- Advertise your event before and after taking place