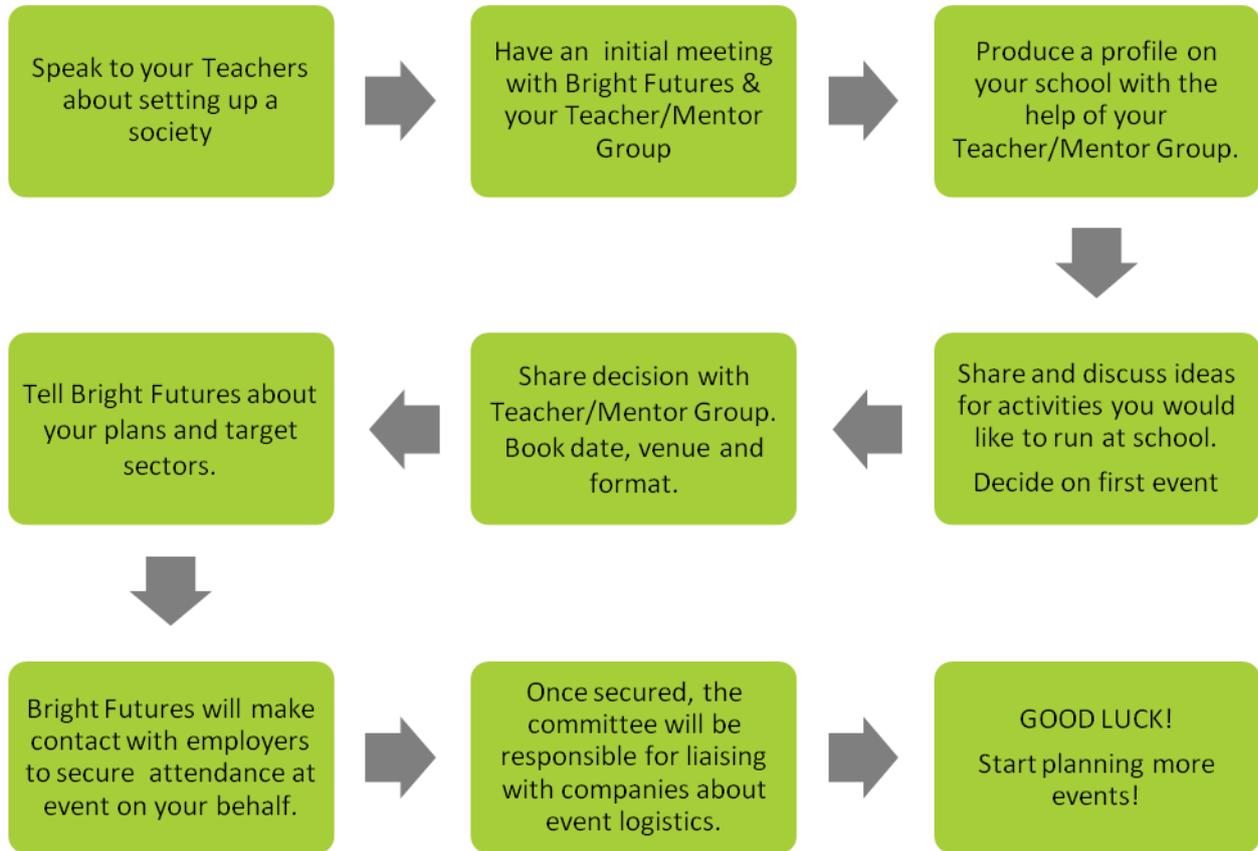


Running Society Events

Bright Futures are committed to helping you get on your feet and make your first event a great success. This is the communication process to help you achieve this and to get the ball rolling!



Which events to organise:

Before the new academic year starts your committee should set out a plan for the entire term. What events you want to run? Who with? When do you want to run them? Etc. Your aim should be to create a “Term Card” for each semester. When you are preparing that plan you should consider the following:

- How will you reach a diverse audience?
- How are you going to make your events different and stand out?
- Do you know what different career options and sectors there are and how will you ensure an assortment of companies to host your events?
- What is already being done at your school? Try something new and innovative that will engage and attract more students.

Running Society Events

Publicity Opportunities:

To ensure that enough students turn up to your event you have to publicise it well in advance. Here are some possibilities how to do that:

- Class shout outs and word of mouth
- Social Media, such as Facebook, Twitter, Pinterest, blogging etc
- Some form of sign up stall, either at Societies Fair if your school runs one, or during the first few weeks of term.
- Stall/presence at Careers Fair [if your school has one]
- Regular stall outside the library, canteen or the 5th/6th Form Common Room
- Features in student media i.e. school newspaper/magazine, student radio, any plasma screens
- Poster and flyer campaigns around school
- In a school mail out email
- Joint ventures with other clubs and societies
- Updated website and e-mail shots - your site will be [http://\[yourschool\].brightfutures.co.uk](http://[yourschool].brightfutures.co.uk)
- Joint ventures with other events being hosted by the school and your teachers around employability
- Feature on your schools website

Funding your event:

The first thing to consider, what will your costs actually be? Are there even any? Do you have to pay for room hire? Do you want to put on catering and refreshments? How much will your marketing campaign cost, if anything? The Bright Futures National Team support you with different types of merchandise such as a roll up banner, t-shirts for your committee, flyers to promote your society, provision of your website. Therefore we cannot support you financially for each event you host.

Any costs you do incur, please do not hesitate to request this from the invited companies. However, do NOT ask them for “SPONSORSHIP”. It is very difficult to measure sponsorship and see the value and reach of their investment. Whereas, requesting if they would be happy to “COVER THE COST” of the event would be much more suitable. You need to justify the spend, how much and what is it going to cover. If they cannot cover the costs then you will have to inform them that it’s fine, however you will no longer be able to enhance the event with these particulars so just to manage their expectations that turnout may be lower.

Do not invite and secure a company to run an event, and then ask them to cover costs. This is very unprofessional. Make sure you request it in the early stages so it is considered before they confirm their attendance.

Event Planning Checklist

<input type="checkbox"/>	<p>1. Decide on event theme</p> <ul style="list-style-type: none"> Insight into a specific career or range of careers? Skills Development? Networking? A mix of these?
<input type="checkbox"/>	<p>2. Event structure and timings</p> <ul style="list-style-type: none"> Timescales including duration of events (1-2 hours; ½ day. Full day etc) Full event project plan & timeline including provisional dates for confirmation of employers; pupil / student sign ups by; access to rooms; set up and clear down times etc Talk through your plans with the Bright Futures National Team
<input type="checkbox"/>	<p>3. Budget planning</p> <ul style="list-style-type: none"> Is this event actually going to cost you anything to host? If so, how are you funding that cost? Keep copies of any quotes and agreements Are you having Catering? Is it suitable for various dietary requirements? What marketing costs for promotion (e.g. photocopying etc) will you have, if any? Keep any receipts to be reimbursed by the school.
<input type="checkbox"/>	<p>4. Venue</p> <ul style="list-style-type: none"> Speak to the teacher/mentor group about proposed venue & your plans? Is it suitable? Capacity/Location/Access/Noise/Facilities? Will you need to organise transport to the venue?
<input type="checkbox"/>	<p>5. Employers & Speakers</p> <ul style="list-style-type: none"> What type of companies and organisations would you like to attend? Have you given them appropriate notice and information? Have you proposed the content, date, time and location of the event and provided a summary about your school? What requirements do they have? i.e. technical requirements for their session; travel – provide them directions to the school and details of parking You need to know name and contact details of the actual person(s) attending. Plan your communication in the run up to the event both the email invitation with all details and subsequent calls etc to help them prepare & know what to expect on the day
<input type="checkbox"/>	<p>6. Students</p> <ul style="list-style-type: none"> How are you going to attract students to attend? How are you going to control how many attend? Or will you need to? Will students need to sign in on arrival (advised), so you know who is there and can follow up with them afterwards
<input type="checkbox"/>	<p>7. Careers/Societies</p> <ul style="list-style-type: none"> Have you approached a member of Careers about this event? Have you spoken to any other school committee or groups so they can help you promote the event?
<input type="checkbox"/>	<p>8. Publicity</p> <ul style="list-style-type: none"> How are you going to publicise the event? Who are you targeting with your publicity? Have you spoken to your teacher/mentor group about ways of announcing it to pupils and students?
<input type="checkbox"/>	<p>9. Dates</p> <ul style="list-style-type: none"> Have you checked dates with the teacher/mentor group to make sure there are no clashes with other events at the school that day? IMPORTANT!
<input type="checkbox"/>	<p>10. Tech Requirements</p> <ul style="list-style-type: none"> Are you going to need any technical equipment e.g. AV, sound etc? Is this readily available in your venue? Does it work? Have you tested it? Do you know how to work it or have access to someone on the day that does? Have you confirmed your requirements with everyone involved? What is the dress code for your committee on the day, so they can be recognised & found easily?

'On the Day' Checklist

<input type="checkbox"/>	<p>1. Visiting Employers & Speakers</p> <ul style="list-style-type: none"> • Make sure arrangements for visitors to park and access arrangements are in place • Arrange for members of the committee to meet, greet and look after each employer when they arrive and during the day • Check all equipment requirements are in place and working (from pens and paper to AV equipment) • Ask employers if they are ok with travel arrangements at the end of the day and book any cabs back to the train station if needed
<input type="checkbox"/>	<p>2. Hosting</p> <ul style="list-style-type: none"> • Make sure members of your team meet up for a quick briefing at the start of the day and are clear about what they are responsible for throughout the day • Make sure one of the committee is responsible for making announcements during the day, keeping an eye on timings, advising delegates what is happening when and where • During the welcome, make sure you incorporate introducing the Bright Futures Society and the committee and tell students how they can get involved • Announce housekeeping i.e. fire exits etc • At the end of the event make sure someone thanks everyone for attending and use it as an opportunity to promote future events
<input type="checkbox"/>	<p>3. Venue and equipment</p> <ul style="list-style-type: none"> • Do you need any signage to direct students to the event and inside the venue to all rooms used? • Check room layouts at least 1-2 hrs in advance of the event • Make sure there is water available for employers in every room • Make sure rooms are ventilated well • Check the PA System is working if you are using one • Check appropriate equipment is in place in each room and is working • Check all facilities are clean and ready and you know where the nearest toilet is to direct people to
<input type="checkbox"/>	<p>4. Attendees</p> <ul style="list-style-type: none"> • How and where are you going to register attendees to make sure all who signed up have arrived? • Are you going to provide name badges/stickers? • Are you going to provide a delegate pack for the day? This may simply be an agenda for the day or paper and a pen? • Is there anything to give out to attendees such as company information and leaflets, how is this going to be distributed?
<input type="checkbox"/>	<p>5. Publicity</p> <ul style="list-style-type: none"> • If you have invited the media make sure someone is responsible for liaising with them • Make someone responsible for taking photographs and gathering testimonials & quotes from those attending as they are great for marketing future events and the Society itself
<input type="checkbox"/>	<p>6. Catering</p> <ul style="list-style-type: none"> • Check that you have everything you need to provide refreshments and that someone is responsible for clearing away between breaks and lunch • Ensure times are confirmed with any external catering providers
<input type="checkbox"/>	<p>7. End of the day</p> <ul style="list-style-type: none"> • Make sure you get feedback at the end of the day by using a simple evaluation form which the attendees complete on the day • Make arrangements for delegates to leave their name badges if provided • Clear up and make arrangements for rooms to be laid out appropriately for the next day • It's a good idea to have an informal team debrief to talk about how the day went and celebrate your success!