

# Event Management

Club & Society Committee Training

# In this module we're going to cover...

- Introduction
  - Benefits of running events
  - Event Planning Cycle
- Planning:
  - Types of events
  - Getting your event approved
  - Budgeting
  - External Speakers
  - Venues
- Equipment
- Promotion:
  - Students' Union website
- Execution:
  - Security
  - Safety
  - Your responsibilities
- Evaluation

# Introduction

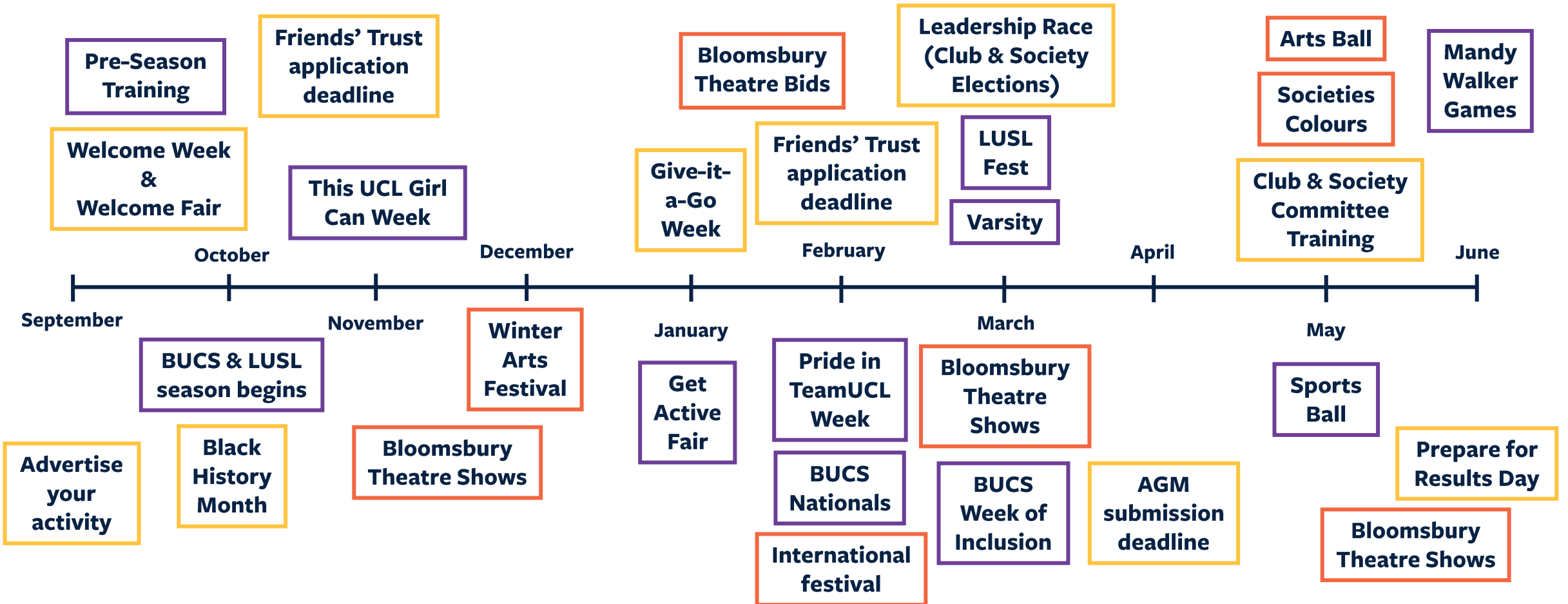
**In this section we'll cover:**

- Benefits of running events
- Event Planning Cycle

# Benefits of Running Events

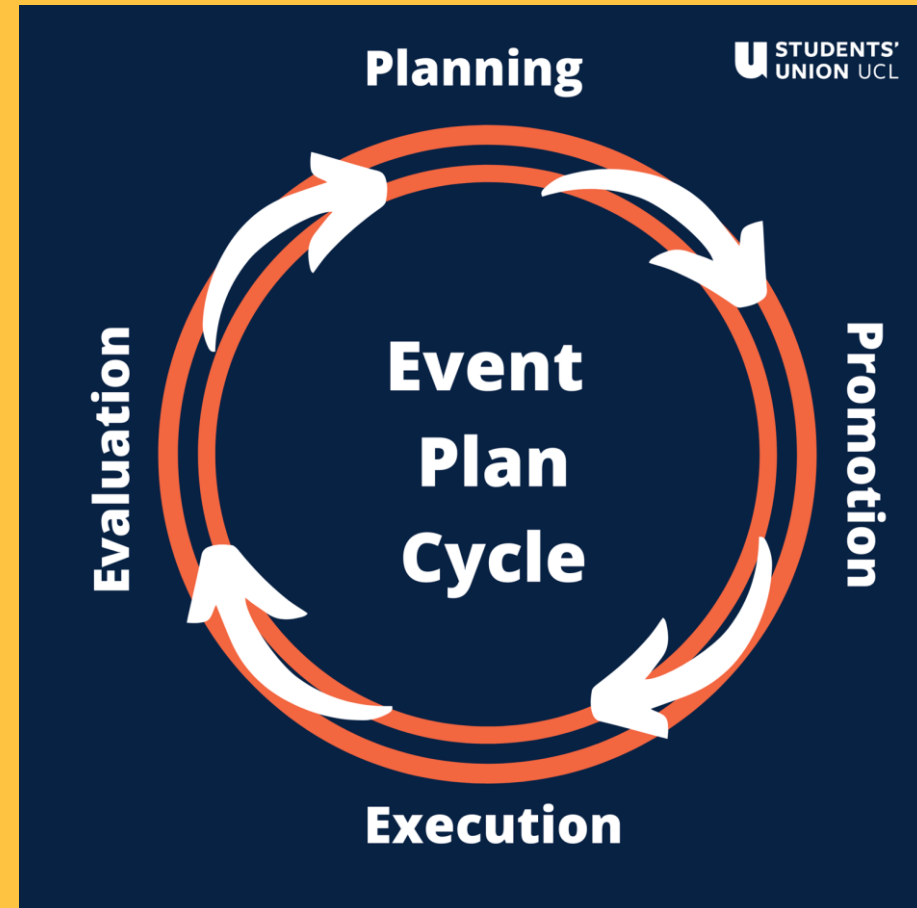
- Events are activities that you run **outside of your regular rehearsals, meetings and practises**.
- Running events is at the heart of your activities! Each year our clubs and societies run **over 1000 events**, ranging from **workshops** and **conferences** to **trips abroad...**
- Your events help:
  - Attract **new members** to join your club or society
  - Bring student communities and groups together, building relationships through shared experiences
  - Generate **non-grant income** which helps you support your core activities
  - Give you the opportunity to **collaborate** with other clubs and societies to develop new activities and initiatives
  - Create amazing, **unique** and innovative experiences for UCL students, which you wouldn't otherwise get!
  - Give you the opportunity to develop valuable **transferable skills**, which might just help you land your dream job...

# Key Union events over the year...



# The Event Planning Cycle

- One of the best ways to manage your event is by using the event planning cycle.
- This cycle divides the event management process into four sections, which helps make sure you've covered all the key areas you need to consider!
- In this training module we'll go through the four stages of the cycle, and look at the key things you need to consider at each stage:
  - 1. Planning**
  - 2. Promotion**
  - 3. Execution**
  - 4. Evaluation**



# Planning

## **In this section we'll cover:**

- Types of events
- Getting your event approved
- Budgeting
- External Speakers
- Venues
- Equipment

# Types of Events

- As we've seen over the course of the pandemic, the way we run events has changed. We don't know what the next year will look like, and so your club or society might continue to run **online events**, or use some of the **elements** of online events we've found helpful over the last year!
- When you start planning your event, it can be helpful to think about which **type** of event you want to run.
- We've broadly categorised events into three categories to help you with your planning:
  - **Online events**: a solely online event using an online platform that has no in-person element.
  - **In-person events**: an in-person event with no online platform, and carried out subject to relevant Covid-19 regulations.
  - **Hybrid events**: an in-person event, where your members can also take part online. Both audiences participate in the same experience at the same time, but from different locations.



# Online Events

## The Basics

- Have a look at our [how-to-guide](#) for all the information you need!
- Check that your WiFi, camera and microphone are all set up correctly. Try to minimise background noise if you can – headphones with a built in mic can help.
- Using your phone or laptop can help you move flexibly about your space, and make sure you're set up in the camera frame well.
- Make sure you have a plan for your session structure in advance.
- Think about a time zone that works well for everyone taking part – [this website](#) can help.

## Online Platforms

- UCL have free access to Microsoft Teams and Zoom, which all students can use. If these don't work for you, how about a livestream, Google Hangout or Skype session?
- Let us know if there's an online platform you're interested in – we might have a license for it!

## Promotion & Ticketing

- Add your event to the Students' Union website, and list it as an online event.
- Submit a [Ticket Request Form](#) to get tickets added to your event – this way you can know who's turning up and send them the link to the online event.

# Online Events

## Top Tips!

- Using a platform that's **free** for UCL students to use (like Teams or Zoom), helps make sure as many students as possible can attend.
- Share our [online code of conduct](#) with everyone attending – this can help set expectations for your event.
- Don't share the link to your online event publicly – **email it directly** to the students who have bought tickets to your event, and make sure to use the Zoom **waiting room** feature. This can help prevent 'Zoom bombing', or unwanted guests disrupting your event.
- You can use a mixture of **different platforms** in the same event – for example, you might want to share a livestream to a performance while you're in a Zoom call.
- Make sure that you're using your members' data in line with our Data Protection [guidance](#), and their details won't be used without their permission.
- Be mindful of the **duration** and **frequency** of online events – 'Zoom fatigue' might mean people are less interested in attending online events.
- Can you run an **online competition**? It could be a photo competition, kick up challenge or gaming challenge! Students can take part online from wherever they are...

# Hybrid Events

- Many venues have reduced their capacities in order to allow for social distancing. This might mean you can have fewer people attending your in-person events. Hybrid events allow some of your members to take part in in-person events online, so you can still reach as many people (if not more) as you usually would have!
- What are the benefits of hybrid events?
  - **Accessibility** – students can take part from wherever they are.
  - **More people can attend** – there are fewer barriers to joining the event.
  - **Create long-lasting content** which you can share online.
  - **Save money** on the cost of venues, or resources and equipment.
  - **Flexibility** – in case you need to change your plans in line with Covid-19 guidance.
- Any in-person elements will be subject to the Covid-19 regulations at the given time.
- Remember to follow our [online events guidance](#) for any digital aspects of your event.

# Hybrid Events

- You can use the same methods to engage your digital audience at both online and hybrid events. Remember, at a hybrid event you want to try to engage both digital and in-person audiences in a similar way, so try to use methods that engage all participants equally!
- Stream your event live to Facebook, Instagram or YouTube. Don't forget to enable comments!
- Share pre-recorded videos or content.
- Run live polls or question and answer sessions. You can do this on Instagram, Twitter, or even dedicated platforms like [Slido](#), [Mentimeter](#) or [Kahoot](#). Test out options beforehand to see what works best for your event.
- Gamify your event. How can you keep your members engaged and want to stick around for the next part of your event?
- Break up content with a performance or activity.
- Research online platforms that might work for your event, like [Hopin](#) or [Gather.town](#). Do you need to have break out rooms, or do you want to allow students to move around the event freely? If there's an online platform you want to use – get in touch, we might already have log in details you can use!
- Discount tickets for attending online. But remember if your online tickets are too cheap, you might not have enough people attending in-person.
- Send your conference materials or freebies out by post beforehand.

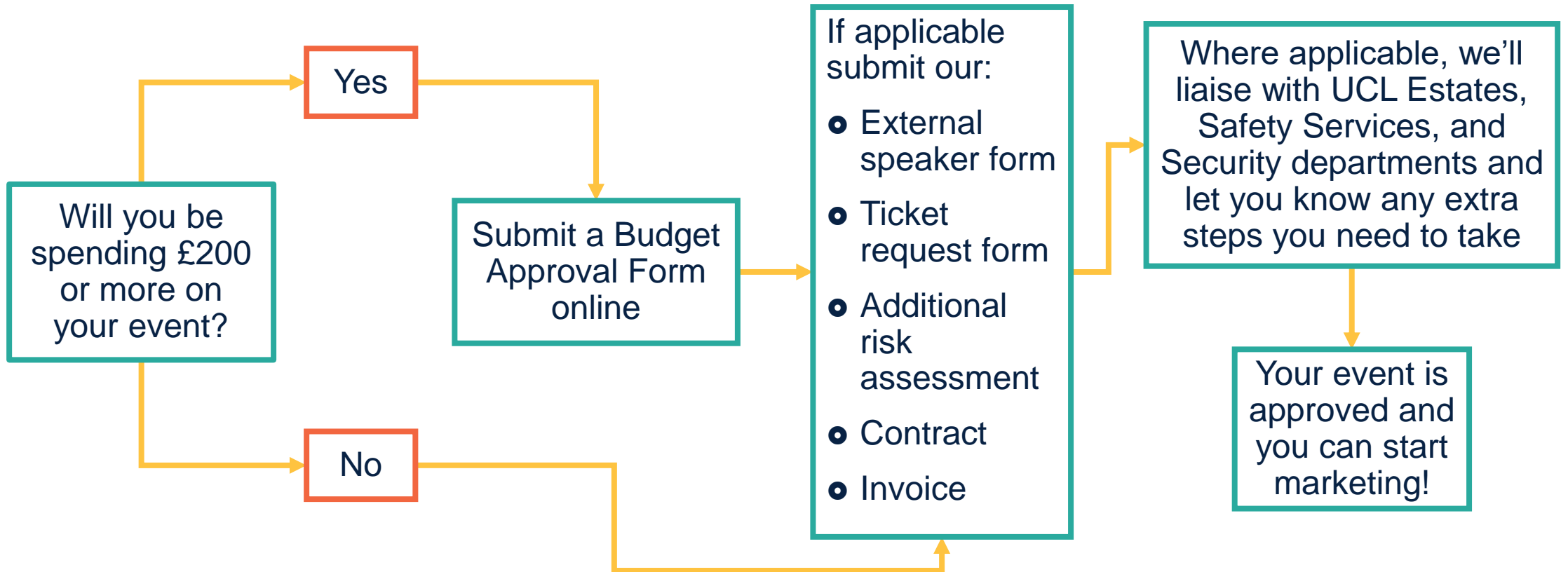
# In-Person Events

- We'll go into more detail about everything you need to run in-person club and society events in this training module.
- You'll need to consider your venue, location, equipment, catering, accessibility and more!
- In-person events can be more difficult for your members to attend, but in some cases you aren't able to carry out an activity without at least some in-person elements.
- Once you've thought about what kind of event you'd like to host and why – you'll need to submit some key forms such as the Budget Approval Form or External Speaker Form if applicable to your event.

As well as thinking about the type of event you want to have, think about:

- Why am I running this event? What is the purpose or the aim? What outcome would I like to achieve?
- Who is my target audience? How would I like them to take part?
- Would your event be best online or in-person? Or a hybrid of the two?
- Would a one-off event be best, or would a series of events be better?
- What would your members like to do at your event?

# Getting your event approved



# Timescales

- Depending on the scale and complexity of your event, you may need additional support with planning and organisation. We recommend submitting your form according to the timescales below, to ensure we are able to provide you the support you need in advance of your event.

Timescale	Type of Activity
8 weeks +	Sports club tour; trip abroad; large scale campus events such as: cultural fairs or shows, festivals, events on the Main Quad or conferences across multiple rooms / with catering etc.
6 weeks +	Club or society ball; large scale events off-campus such as: dinners, balls or large scale socials etc.
4 weeks +	Sporting events with spectators; large / controversial events with an external speaker; a catered event on campus etc.
2 weeks +	Socials; educational workshops; sporting events without spectators; small events with an external speaker etc.

# Timescales

- External companies, suppliers or venues will also have their own timescales for organising events, so if your event will be held off campus check what deadlines you will need to meet early on. If an external provider needs the Union to provide something such as a deposit or sign a contract please do plan ahead and try to let us know as soon as you can!
- Remember – your event isn't approved until the relevant forms have been approved by the Students' Union. If you've submitted a Budget Approval Form or External Speaker Request Form – you can't promote your event until these forms are approved.
- If your event isn't part of your core activity, outlined in your Core Risk Assessment – you'll need to submit an Additional Risk Assessment.
- Popular venues and UCL rooms book out well in advance, so try to book your space as soon as you're able. Your club or society might be using the venue in the future too, so try to maintain a positive relationship with your contacts.
- If you're not sure about something, [get in touch](#) and you'll be able to chat to a member of our team. We'll be able to liaise with the relevant UCL departments on your behalf, and let you know exactly what you need to be aware of for your event!



# Budgeting

- Even if your event won't cost more than £200, it's a good idea to draw up a budget, and make sure you have **enough funds** in your account to cover any projected costs.
- If you'll be spending more than £200, you'll need to submit a [Budget Approval Form](#), where you can find a template budget to fill out. Remember you can customise this for your event by adding rows.
- Sadly events don't always go to plan, so to make sure you don't make a significant loss, we recommend completing your budget on the assumption that you will sell **50%** of your tickets.
- When completing your budget, you'll also need to include a **contingency** figure, which is **15%** of your total projected spend. We ask you to include this to cover any unexpected costs, and to make sure your event won't make a loss. Any profit left at the end of your event goes straight back in to your account!

## Consider the costs of:

- Equipment
- Security
- Speaker fees
- Catering
- Venue hire (and cleaning)
- Conferencing
- Licence fees (for copyrighted materials / alcohol etc.)

# External Speakers

- All external speakers on campus (defined as any non UCL student or staff member) must be approved by the Union before your event can be advertised. This also applies to online events.
- Submit your [External Speaker Request](#) online, at least **10 working days before** your event.
- Please answer all questions honestly and in full – this allows us to assess the risk associated with your event, and if necessary put measures in place to ensure your event is carried out in a safe manner and in line with the law.
- We'll do everything reasonably practicable to support you, and make sure your event goes ahead.
- We may have to put some safety measures in place, such as: security presence; restricting attendance to UCL students; including an impartial chair.
- This process is objective and fairly applied to all requests.
- The sole purpose is to protect the autonomy of student groups and your ability to invite a wide range of exciting and challenging speakers to UCL whilst maintaining our legal duties.

Last year we did not refuse any external speakers when the form was submitted on time with all the information correctly filled out.

# Venues on Campus

- If you'd like to book a Union or UCL room, refer to [Intro to the Students' Union](#) for more information!
- As part of your registration process, you'll also agree to our room bookings terms and conditions – included in your Annual Registration Contract.

- Return the space to the original layout at the end of your activity.
- Don't move equipment or furniture between rooms without permission.
- Don't block any fire exits or escape routes during your event.
- Make sure you have left your space by the end of your booking – don't finish your activity at this time as it will impact the next booking.
- Respond positively to requests from users of spaces nearby. You are representing your club or society and the Union.
- Cooking food in UCL rooms and spaces is prohibited, and serving food is not allowed in Lecture Theatres.
- UCL rooms can only be booked for club and society events or core activity. Do not book rooms for external organisations, or your group can be charged to cover the cost.
- No alcohol is allowed at club and society room bookings.

# Venues off Campus

- There are lots of great venues out there, but they can be expensive and there are often **alternatives** within UCL, so come and ask us for ideas before making an agreement.
- Submit external venue contracts to us as soon as you are able, so they can be signed by the **Activities Officer** on your behalf. If you sign a contract yourself, you will be personally liable for any **legal** or **financial risk**.

Steps you need to take:

- Research and contact potential venues.
- Check their availability – can you reduce costs by changing dates?
- If a suitable venue is available, ask them for a contract.
- Read over their contract and terms carefully, and if in doubt email us for advice!
  - What do they expect from you?
  - What can you expect from them?
  - Are these reasonable expectations?
- Get a copy of the venue's public liability insurance.
- Risk assess your off-campus event.
  - This includes making sure that the venue has their own robust risk assessment in place.

# Catering

## Ordering catering for UCL rooms:

- Students' Union outlets (like Stone Willy's) can provide catering for your event.
- Contact us for details of the catering available, and we'll be able to provide you with further details and a quote of the costs.
- Our Finance team will check you have enough funds available in your account, and place the order with our Commercial team.

## Ordering catering from external suppliers:

- If you would like to use an external supplier – i.e. for food vendors on the quad, let us know well in advance and we will help you get everything in place.
- As a minimum you will need the supplier to provide:
  - Public Liability Insurance
  - Company Risk Assessment
  - Gas or Electrical Safety certificates depending on appliances
  - Method Statement for Food Preparation
  - Food Hygiene Certificates

# Catering

## **Bake Sales and making your own food:**

- Please look at the Union's Food Safety Policy.
- For anything other than bought packaged foods you need to let us know so we can help with your plans well in advance. Even simple baked goods have associated risks if not prepared correctly.
- All goods need to be kept at the correct temperature, and all ingredients lists must be provided and available on display during the event.

## **Alcohol:**

- You cannot sell alcohol at events (ticketed or otherwise) in UCL rooms, unless you notify the license holder for UCL. Contact the Union and we will help arrange this.
- If approved, UCL will be required to provide a licensed member of staff to cover your event or run a cash bar for you.
- You cannot legally sell alcohol without an approved license holder – doing so would be in breach of the law.

# Equipment

## UCL Audio-visual Equipment

- Centrally bookable lecture theatres & classrooms have all the standard AV equipment you should need (microphones, projectors and speakers).
- You can request additional AV equipment (e.g. extra microphones) by emailing the Activities Reception at least 10 days in advance and we will order it for you.
- [Poster boards](#) (2 metre x 1 metre) are available to hire at a cost of £10. You can request these directly from [Room Bookings](#).

Have a look at our [how-to guide](#) for up-to-date guidance on how to request both UCL and Students' Union AV equipment.

## **Union Audio-visual Equipment**

- The Union has a variety of AV equipment that can be borrowed by clubs and societies. This includes:
  - PA systems including microphones, mixers etc.
  - Portable 'theatre' lighting kit
  - Projectors
  - Marquees
- A detailed list can be found in our [how-to guide](#). For more information, email us at [su.activities@ucl.ac.uk](mailto:su.activities@ucl.ac.uk).
- Please give us at least 10 working days notice and book early to avoid disappointment as we do have limited quantities.

# Promotion...

## **In this section we'll cover:**

- Students' Union website
- Social media
- Marketing



# Students' Union Website

## What's On Calendar

- The first thing you'll need to do is create your event on the Students' Union website! Check out our [how-to-guide](#) online for instructions.

## Tickets

- Once you've created your event, you can submit a [Ticket Request Form](#), and we'll add tickets to your event. Please submit your request at least 10 working days before your event, or further in advance if you want additional time to promote your event.
- We can set up tickets in a huge variety of ways. Why not have some early release, standard release and last release tickets? Advertising your tickets in this way (with cheaper early release tickets) can encourage your members to purchase their tickets

straight away. This helps you get a better idea of how many people might attend, and incentivises your members to come along. Free tickets can result in 'no-shows', so try to factor this in.

- You can also set up tickets so they're only available to members of your club/society; current UCL student or the public. When requesting your tickets, think about who your target audience is, and how many spaces you want available for each group.
- We'll give you sales report access so you can see exactly who has bought tickets for your event!

## Marketing your event

- Once your event is ready to share, consider who your target audience is. How will you encourage them to attend your event, and communicate the benefit of attending your event?

# Social Media

- It almost goes without saying – you'll probably use some form of **social media** to promote your event. This could be through Facebook, Instagram, Twitter, WhatsApp, TikTok, Discord, YouTube, Snapchat, Weibo, WeChat or more...
- Think about who uses each platform. **Not everyone** will have Snapchat or TikTok account, so if you advertise your event on these platforms you might not reach everyone you'd like to.
- Facebook can be a really helpful tool because you can create events which allow your members to **express interest** or **click attending**. This can be a helpful way to gauge interest in your event, but shouldn't replace creating an event on the Students' Union website.
- If you've created an event on Facebook – **link** to your event on the **Union website** so attendees can purchase tickets. Think about how you can incentivise those students who have clicked 'interested' to follow through and purchase a ticket for your event on the website.
- You can also add **paid advertising** to events and posts on Facebook (and other social media platforms) so you can reach more people. If you're using paid advertising – think about who you want to target. You could reach out to any students who have 'UCL' as their place of study.

# Marketing

- So other than the Students' Union website and social media, what can you do?
- **Emailing** your members is the best way to make sure you've advertised your event in a way that's accessible to everyone. All UCL students are provided with free access to their UCL email account, and check their emails regularly, so it's the most reliable way of reaching your members.
- Remember to head to the Students' Union website and download an **up-to-date membership list** before sending your email out (just in case you have any new members), and 'bcc' everyone into your email.
- You might have a club or society **newsletter** you can include your event in, but if not get in touch with us and we can share your event in one of our newsletters (e.g. TeamUCL) or on Union social media pages.
- If permitted by Covid-19 regulations, you could share **flyers** or put up **posters** on campus. You could even book a stall in the Student Centre to promote your event.
- And last but not least, **word of mouth**! You could try to create viral content online, or ask your members to bring a friend to your event – how can you let more people know about your event?

# Execution

## **In this section we'll cover:**

- Safety & Security In-Person
- Safety & Security Online
- Emergency Contacts
- Accessibility
- Data Management
- Your Responsibilities

# Safety & Security In-Person

- How will you ensure all your planning results in the desired experience for attendees at the event and delivers the impact you want to see?

## Your Risk Assessment

- Be sure to have your agreed **risk assessment** to hand, and make sure all recommended **control measures** are being followed and implemented.
- Make sure to follow your **event plan** as agreed with the Students' Union and UCL Security. This helps ensure your event runs smoothly and is as safe as possible. This includes following any Covid-19 safety measures applicable at the time.
- Have **contingency plans** in place and know when to implement them. For instance, if your event will be taking place both indoors and outdoors – wet weather may result in more attendees needing to fit in to a smaller space indoors. Will it be possible to make additional space, for instance by providing tent cover outdoors?

# Safety & Security In-Person

## Security Services

- In order to ensure on campus events are safe, we work closely with the **UCL Safety Services** and the **UCL Security** department. UCL Security may need to provide security staff for your event, depending on the nature of the event and potential risks.
- If your event will have **more than 200 people** in attendance in any one space (such as the Cloisters or Main Quad), you will be required to have security staff at your event.
- You may also require security staff at your event if you will be hosting a **high-profile speaker**.
- The UCL Security department have ultimate approval of all large-scale events on campus, and we are required to provide them with an **event plan** in advance. The Security team will check your event is **compliant** with any safety measures outlined in your risk assessment.
- UCL Security will require an event plan for events on the Main Quad, Cloisters or Terrace.

# Safety & Security In-Person

## Your Activity Leader

- Make sure that you have a **designated activity leader** in charge of running the event on the day.
- Aim to have one **designated point of contact** for all your stakeholders. Your stakeholders may include the Students' Union, UCL Security, UCL Estates, external suppliers or the public.
- Remember, **presidents** and **treasurers** should be the primary point of contact with us where possible, but for a specific event you may need an activity leader such as your club captain to act as your designated point of contact for stakeholders.
- Your **activity leader** should be responsible for making **proactive** decisions and responding to any incidents at your event.
- Be **respectful** of other students, staff and members of the public - remember no amplified music is allowed in working hours on campus.

# Safety & Security In-Person

## Stewards

- Events with large numbers of attendees may require **stewards** to help manage the movement of attendees around your event. You should ensure all event stewards have clear **roles** and **responsibilities**. Try to make sure your stewards are easily identifiable – [let us know](#) if you need help, such as getting high-vis vests or branded t-shirts.
- If you will have a large number of attendees, we recommend writing up a **stewarding plan** in advance of your event. This should include plans for how attendees will **enter** and **exit** spaces, and move around the space while your event is ongoing.
- Even if you don't have stewards at your event, it's important to manage entry, exit and smooth movement of attendees, and ensure **fire exits** are kept clear at all times.
- Make sure that you only allow people on the **ticket holder list** into the event. We can give you **sales report access** for tickets sold through the Students' Union website, so you can see a list of ticket holders on your phone, or even print off a list.



# Safety & Security In-Person

## Wrapping Up

- Remember when packing down your event, you should leave the venue as you found it.
- Once your attendees have left the space, think about:
  - Turning off and unplugging any **electronics**.
  - Returning **furniture** to the original layout.
  - Tidying up and **packing away** any equipment used.
  - Returning **borrowed equipment** such as AV equipment as soon as you can.
  - If you've made any **cash sales**, count your takings and store them securely.
  - Clear away any **rubbish** or mess.
- Most importantly, don't forget to take some time to experience and enjoy the event – you've worked hard for it!

# Safety & Security Online

- Don't forget you can still sell tickets for your online events. You can request tickets for your online events by submitting the [Ticket Request Form](#) online.
- You should also aim to only share the link to your event **directly with ticket holders** by email, rather than on social media or in any other public place.
- Many video conferencing platforms like Zoom allow you to set up **waiting rooms**, which help prevent those people who don't have tickets attending your event.
- If you have your ticket list to hand, you can allow people in to your event from the waiting room by checking against your **ticket list**. This can make your online event more secure as it can prevent 'Zoom bombing' or disruption to your event.
- Encourage everyone attending to have their names **clearly displayed**.
- If anything happens during your online event, be prepared to remove disruptive attendees at any point, or possibly end your event if necessary.

# Emergency Contacts

- Our Societies Development Coordinators [Dan](#) and [D'arcy](#) are here to help you with any support you need in planning and delivering your events. If there is an emergency at your event, you may not be able to contact Students' Union staff immediately, particularly outside of office hours – but there is always help on hand!

## **UCL Health, Safety and Compliance**

- UCL Safety Services – [safety@ucl.ac.uk](mailto:safety@ucl.ac.uk)
- Fire Safety Officers:
  - Martin Combs: [m.combs@ucl.ac.uk](mailto:m.combs@ucl.ac.uk)
- Room Bookings – [roombookings@ucl.ac.uk](mailto:roombookings@ucl.ac.uk)
- Conferencing – [conferences@ucl.ac.uk](mailto:conferences@ucl.ac.uk)
- Security – 24 hour security number: 020 7679 2108 (if you're on campus, dial 2222)
- Security Manager – Mark West: [mb.west@ucl.ac.uk](mailto:mb.west@ucl.ac.uk)

# Accessibility

Think about ways you can make your event more accessible for attendees, both in-person and online, and check out our [how-to-guide online](#).

- You may wish to **reserve seating** for those who are hearing impaired, vision impaired, sign interpreters, wheelchair users or people accompanied by guide/service dogs.
- Attendees with hearing impairments may benefit from venues with a **hearing loop**, a **sign language interpreter** or **transcripts** of speech. If your event is online, can you turn on **captions**? Some social media platforms have features that automatically generate captions on your videos! It can also be helpful to share any **slides** used following the event.
- If your event will attract a broad range of students, or you're running a cultural event, there may be some language barriers. Consider if it would be helpful to provide some **translations**.
- If your event is in-person, is the space accessible for **wheelchairs**? Can the space be accessed by a lift, and is there enough space in the room for a wheelchair? Is your venue easy to travel to?
- Send an email before your event including details such as how to **travel** to the venue, and details of **accessible entrances**. This can help attendees plan ahead.

# Accessibility

- Some **lighting** at events can trigger photo-sensitive epilepsy – if your event includes strobe lighting, please include an **advance warning**.
- Ask people **before** your event if they have any particular needs that would help them attend or take part in the event. If you're sending out a survey, an open text box asking for any **accommodations** attendees might need can be helpful.
- If your event includes food, don't forget to consider **dietary** or **allergen needs**! It can be helpful to send out a form beforehand to survey participants, asking them if they have any dietary needs, and this also gives you time to prepare in advance of your event. Please include a list of **ingredients** for any food at events so attendees can check for allergens.
- Some attendees may have special dietary needs which you wish to consider when **planning catering** for your event. Will you have options which are inclusive for those who are vegetarian, vegan, kosher, halal, non-alcoholic or gluten free?
- Ask attendees for their **pronouns**. This could be as part of an ice-breaker, or you could have name labels with space for preferred pronouns. If your event is online, you can ask attendees to include their pronouns in their name on screen.

# Data Management

- You should only collect **necessary** data from your attendees. Try not to request personal information unless for accessibility needs.
- You **shouldn't** share details of ticket sales or attendees beyond event organisers and stewards who need access to ensure your event is running safely.
- Under Covid-19 regulations, you are required to keep details of attendees for 28 days following your event. You will need to ensure you are storing details **securely**, in line with Data Protection regulations.
- As soon as you are able, you should securely **delete** or **destroy** attendee / personal details you have stored or recorded.
- This is also relevant to personal details you may have requested in advance of the event such as dietary requirements. Please delete these details as soon as you **no longer require** them.
- **Do not** provide the details of your attendees to third parties such as external organisations you are working with. They may wish to contact your attendees to share promotional materials, but you need **consent** from your attendees first!

# Your Responsibilities

- As student leaders, it's your responsibility to run inclusive, enjoyable events that benefit your members and the wider UCL community.
- You must act in line with Club and Society Regulations, and with due regard for the welfare of your members, students, staff and the public.
- Presidents and treasurers must ensure all required documentation is submitted in line with our timescales and deadlines. Remember – only presidents and treasurers can submit our forms, as only you complete our dedicated training!
- Think about how you can make your events more sustainable for the future. Can you invest in reusable equipment, or reduce waste at your event?
- Get in touch if you need any help at all, and make sure you let us know what you're planning – we want to support you as much as possible.

# Evaluation

**In this section we'll cover:**

- Evaluating your event
- Celebrating your event



# Evaluate Your Event

- Once your event is over, think about:
  - How did the event go?
  - What is left to do?
  - What impact did it deliver?
  - What could you have done differently?

Practical steps you can take:

- Submit any outstanding Payment Request Forms and Purchase Request Forms to us as soon as possible. This helps make sure your financial records are up to date, and you're ready to run your next activity.
- Ask your attendees for feedback. Is there

anything you could have done differently, or do you have any really positive feedback you can share?

- Respond proactively to any issues that arose.
- If you need any support responding to any issues that arose, or if you just want to chat about your event for ideas to improve it next time – book a meeting with a member of our team and we'd love to chat to you!
- Think ahead – what event or activity will you be running next, and how can you make it better based on your experience?

# Celebrate Your Event

- Did you receive some particularly great feedback following your event? You can share it as a testimonial, either when promoting your next event, or on social media to celebrate your successes.
- If you took photos or videos at your event, share these online! You'll increase engagement with your club or society, and build your online profile. Increased engagement with your social media posts might result in more students getting involved in your activities.
- Share your success story with us – we can share your social media posts, or even add content to our newsletters (e.g. the TeamUCL newsletter).
- Ask any external partners or stakeholders for their feedback. If your external speaker had a great time working with you, you can let future potential external speakers know about it! It might just help you get your next event or activity organised.
- And finally, take a moment to reflect on a job well done – you will have created an amazing experience for your fellow students, and gained valuable skills for your career.

## Quiz!

Please complete the following quiz to register your completion of this training module.