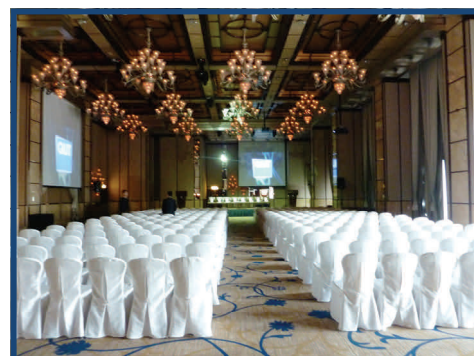


PART D: Event Management

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EVENT PROGRAMMING



Event programming is a very important part of the life of a chapter. Events provide a variety of participation opportunities for members and can be a way to attract new members. However, as events take time and require a good deal of planning and commitment, chapters must ensure they know exactly how the events fit into their programming strategy.

Planning Events

Chapters are required to develop an annual schedule of events. The more complicated the event, the more lead time it requires. It is recommended that chapters plan their events schedule at the end of the calendar year for the next year. This gives opportunity for all committee members to be involved in brainstorming and to understand what time commitments will be required well in advance.

Input for event ideas should also be sought from the chapter's general membership base through surveys and feedback.

Chapters are encouraged to make contact with each other during their annual planning to identify if any opportunities for joint event programming exist. This can help distribute costs, bolster attendance and membership, and offer unique opportunities for attendees to extend their networks.

Event Timelines

One key success factor for event planning is to **start early**. The more complicated the event, the longer the lead time required. Finding a suitable venue, securing speakers and other arrangements can take many months.

The suggested time to dedicate to small to medium events is 10-12 weeks. Large events may need 3-6 months or more depending on the format and complexity.

Events should essentially be treated as projects—the final outcome is made up of a series of smaller activities with varying timelines, some of which cannot be enacted unless another aspect of the project has been completed first.

The best way to manage a big project is to draw up a **timeline** starting at the end and working backwards. Remember, the devil is in the details and devising the timeline will help to ensure that key elements are not missed.

Refer to the Event Checklist (D-A1) for a comprehensive list of event considerations

SAMPLE TIMELINE—MEDIUM SCALE EVENT (eg speaker event)

Action	Prior to event
Event added to Chapter event schedule	6-12 months
Establish event management team	4-6 months
Plan event budget, pricing structure and financial procedures	4-6 months
Identify possible event dates <i>The final date may be determined by the availability of a venue and speaker/s</i>	4-6 months
Secure & book venue	4-5 months
Research and invite speaker/s, MC etc	3-4 months
Secure suppliers—catering, photography, AV, prizes etc	6-10 weeks
Prepare invitations & RSVP procedures <i>Work with the Alumni Office to ensure deadlines for publications are met</i>	6-8 weeks
Send invitations	4-6 weeks
Promote event in e-newsletter, social media, etc	4-6 weeks
Email event reminder	2-3 weeks
Finalise logistics & payments with suppliers, venue, speaker	2 weeks
Advise venue/caterer with final numbers/requirements	1 week
Pre-event committee/volunteer meeting—allocate tasks	3-7 days
Email reminders to attendees	2-3 days
Day of event—set-up venue, liaise suppliers/speakers etc	
Thank speaker, suppliers and other key people	Next day
Thank you email and post event survey	1-2 days after
Post-event briefing with events/chapter committee	1-2 weeks after

9 Tips for Planning Events



1. **PURPOSE**—Determine the purpose of each event and activity and how it contributes to your chapter's overall aims and objectives.
2. **QUALITY**—Your focus should be on *quality* for every activity you undertake rather than *quantity*. It is better to do a few key things well, than lots of activities that are lacklustre and unmemorable.
3. **AUDIENCE**—Do you know what type of activities and programs most appeal to your membership? If you don't know, then ask them. Chapters have an obligation to their members to provide a stimulating program of activities that cater to members' interests and needs.
4. **SEGMENTATION**—Many chapters, particularly interstate and international, have a broad membership base and it is difficult to take a 'one size fits all' approach for relevant activities. It can be just as beneficial to provide a range of activities and events which are targeted at specific segments of your membership base, for example young alumni, mid-career, specific disciplines or professions. The more you know about the different segments that make up your membership, the more balance you can bring to your program.
5. **TIMING & LOCATION**—Scheduling and location of events are critical to their success. Consider the best time of year, day of the week and time of day which will appeal most to your audience. Look for other events, activities and public/school holidays which may clash or could affect your attendance numbers. Can your members get to the location easily by public transport or access car parks?
6. **FORMAT**—Not all events are created equal and careful consideration should be given to the type of event and the expected outcome. Key considerations for each event include ***COST, PLANNING TIME*** and ***IMPACT***. Once these factors have been considered the chapter will be able to make a more informed decision about if/how to proceed.
7. **ORGANISATION**—Identify one or two main people who will be the key contact/s for the event and take overall responsibility. Consider whether a sub-committee of volunteers will also be required. Ensure everyone knows how tasks have been allocated, to whom and with what parameters. The event organiser needs to be details-focused, excellent at time and people management, a problem-solver and able to think on their feet.
8. **LIAISON**—Work closely with your alumni liaison officer well ahead of time to develop an event management and communication plan.
9. **EVALUATION**—Decide how you will evaluate the success of the event and build this into the event plan. This important component is often overlooked but is critical to determine whether the objectives set for the event were achieved and could be replicated in the future. Prepare a post-event report which can be used for future planning.

What type of event?

Celebrations/Special Occasions



EXAMPLES: Anniversaries, award ceremonies, chapter launches, gala dinners, reunions

Celebratory events can attract people who might not normally attend other activities as they see it as a **unique/‘once-in-a-lifetime’ experience**. Guests will expect this type of event to be high quality and value-for-money with high-profile speakers, entertainment and superior catering. It can garner lots of goodwill and provide the opportunity for follow-up conversations with members.

As these events are very expensive they should be restricted to very special occasions and not seen as an annual activity.

Pros: Generates goodwill & can re-energise a chapter’s membership. Can be combined with fundraising & special projects

Cons: High cost, complex and requires lots of planning!

Impact: 😊😊😊😊😊

Cost: 💰💰💰💰💰

Planning: 1 1 1 1 1 1 1

Professional Development/Networking/Academic



EXAMPLES: Seminars, workshops, networking nights/breakfasts, speaker panels, public lectures

Professional development events usually make up the bulk of many chapters’ events program. There are numerous options available for interesting topics and speakers. Activities can be free or paid-events. Guests will expect these events to contribute to their professional knowledge or expand their career network in some way so the focus should be on meeting others and

imparting something useful. The higher the profile of the speaker/s the more interest the event will draw.

Pros: Chapter seen to be ‘adding value’ and contributing to members’ development

Cons: Speakers need to be high-quality and ‘interesting’. Hard to gauge level of interest beforehand.

Impact: 😊😊😊

Cost: 💰💰💰

Planning: 1 1 1 1 1

Exclusive/Select Cohort Events



EXAMPLES: Dinners for select groups (eg CEOs), business circles, mentoring programs

Members will appreciate the opportunity to participate in ‘exclusive’ events offered to a select group. The opportunity to network with a highly-valued peer group or with others who may bring influence and opportunities as a result of the interaction is a draw-card. These activities need to be ‘intimate’ in nature (small groups) and usually participation is by invitation only.

Pros: Meets the interests of specific cohorts looking for a more tailored/ personal and high-value experience

Cons: Requires planning/research and the appointment of key ‘champions’ to add credibility to the activity and to make personal approaches to key participants.

Impact: 😊😊😊😊😊

Cost: 💰💰💰

Planning: 1 1 1 1 1

What type of event?



Social/Cultural/Family Friendly

EXAMPLES: wine & cheese tasting, site tours & day trips, games/sports, BBQs, theatre nights, children's exhibitions, cultural days

Whilst all events encourage interaction between participants, some events can be purely social in nature. These encourage members to get to know each other in a relaxed setting. They often bring together people based on interests outside of their career such as sports, travel, food and culture. The focus is on fun and shared experience.

Allowing unique opportunities to involve children and families is appealing to many members.

Pros: Generates goodwill & friendships whilst appealing to people's interests – or providing an opportunity to try something new

Cons: Hard to gauge level of interest beforehand. Some organisation is required and may require dedicated volunteers

Impact: 😊😊😊😊

Cost: 💰💰

Planning: 1 1 1 1

Community Service/Fundraising/Outreach



EXAMPLES: Sponsored walks & charity events, volunteering projects, fundraising for chapter or QUT activities such as Learning Potential Fund

Building a culture of service and philanthropy is a key focus for QUT. People can give in many different ways to the causes and issues that have personal meaning for them. Community projects can help raise much needed funds whilst also developing a chapter tradition of 'giving back' and making a

difference. These experiences are both fun and uplifting.

Pros: Attracts community-minded members who may not normally get involved. Builds a tradition of giving.

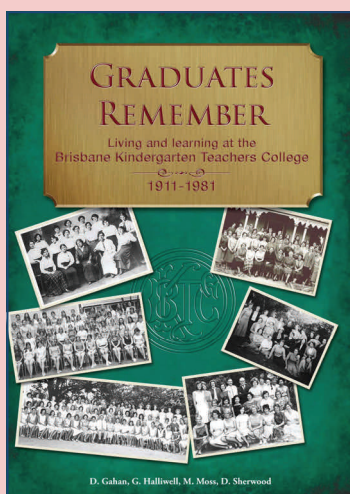
Cons: Needs to be targeted at key activities, well promoted and organised to have the best impact

Impact: 😊😊😊😊😊

Cost: 💰💰💰

Planning: 1 1 1 1

Special Projects



EXAMPLES: commemorative publications, oral histories, legacy projects, member and business registers

Whilst not events per se, special projects are another way of engaging members who would prefer to contribute their unique skills and talents to the chapter's goals. These members derive a great deal of pleasure and sense of accomplishment by immersing themselves in an activity that has a tangible outcome for the chapter.

Pros: Helps deliver on the more ambitious long-term legacy goals of the chapter and utilises membership talent base more deeply

Cons: Requires the same level of detailed planning as events and clear expectations and outcomes. Relies on dedicated and committed volunteers to see projects through to fruition.

Impact: 😊😊😊😊😊

Cost: 💰💰💰💰💰

Planning: 1 1 1 1 1

Event Management

Budgeting

Another important aspect of event planning is budget management. Create a **budget worksheet (D-B1)** and include all possible costs including fixed costs (suppliers etc) and variable costs (dependant on numbers). The more costs you consider, the more accurate your '**per person**' cost will be and this will help you determine ticket pricing and or sponsorship requirements.

The majority of events will run on a cost-neutral basis in which full costs must be recouped.

Pricing Guidelines

Remember the primary aim of chapter events is to provide alumni with an enjoyable and value-add experience. An event should only produce a profit if it incorporates a fundraising aspect. Surplus funds can also be used towards future activities and projects.

A well-planned event should never show a loss unless there are unique circumstances (for example, storms/accidents or another significant occurrence which affects final attendance on the day).

To determine pricing for an event, draw up a rough budget of income and expected expenses. If it is determined that the price per person is too high, then other forms of income, such as sponsorship, may need to be secured to keep pricing at a reasonable level. Alternatively, some non-essential aspects of the event may need to be sacrificed to reduce costs.

Some key considerations:

- **Beware large fixed costs**—venue hire is expensive and it is important that you involve your alumni liaison officer in negotiating and signing of contracts. Each venue will have different requirements and conditions for event organisers, so proposals must be looked at thoroughly. Where possible consider holding events on-campus or at a partner organisation where discounted hire rates could be negotiated.
- **Factor in small costs**—include items such as set-up/cleaning fees, prizes and gifts, printing, courier, GST, complimentary tickets etc. These costs may seem insubstantial at the time, but can quickly add up and blow-out your carefully planned budget.
- **Catering is expensive**—food is essential for most events, but consider all the different selections available such as appetizers/hors d'oeuvres or dessert and coffee instead of full service meals if you want to keep costs to a minimum.
- **Different pricing structures**—if your event is also going to appeal to partners or supporters consider charging more for non-members in the range of 25-30% depending on the event. This will also reinforce the importance the chapter places on its primary audience—its full members.
- **Add value for members**—People will pay a reasonable cost to attend an activity if they feel the outcome will be worth the investment. It is important to benchmark your event against similar activities in the marketplace (such as seminars offered by professional groups) to gauge how it compares for value and cost. It is also worth considering charging a nominal price (\$10-\$20) for no or low-cost events, as this may provide some funds to use towards other events and ensures some 'buy-in' from guests.

Sharing Costs

Joint Chapter Activities

It is not uncommon for natural synergies to exist between chapters such as having constituents in common or activities which may appeal to specific age groups, gender, discipline, profession, or other interests. Chapters are encouraged to make contact with each other during their annual planning to identify if possible opportunities for joint event programming.

Additionally, look at opportunities to partner with other areas of the university such as faculties or precincts and external organisations such as professional bodies.

Sponsorship

One way to cover costs towards your events is to seek sponsorship from another source (**D-c1**). Sponsorship can come in the form of both cash and in-kind support, such as reduced venue hire, donated gifts/prizes, coverage of speaker costs etc.

Tips for securing sponsorship:

1. **Choose sponsors wisely**—consider the reputation of your chapter/QUT and the synergy of the partner. Are they a good fit? Why would they want to partner with you? What is the value-add for them? Aim for one or two high-quality sponsors and build a real relationship with them.
2. **Be careful what you agree to**—there is no such thing as 'free money'. Make sure the sponsor's requests for publicity/involvement are reasonable for what you are getting in return.
3. **Do not share member information**—only individual members can decide to give their contact details to a sponsor. This should never be built into your agreement.
4. **Get expectations down in writing!** Talk to your alumni liaison officer before entering into any sponsorship agreements to ensure problems and misunderstandings don't arise.

Event Management continued...

Selecting Venues

Be creative when selecting venues for events. Consider using locations that are not typically accessible to the general public to build in a 'novelty' factor. A facility that has an interesting atmosphere such as a winery, museum, historic venue, performing arts facility or even a boardroom with a spectacular view or location is a drawcard. Access to these venues may be limited (or cost prohibitive) at peak periods, but may be available during the week or off-peak.

Your members may have access to interesting venues through work or professional/volunteer groups—explore the untapped resources in your membership or wider circle of contacts that could help with venues.

There are also a variety of function spaces at all QUT campuses which may be available at no, or a reduced charge. Not only does this help your budget bottom-line, it also allows alumni to reconnect with the university and see the changes that have occurred since they left.

Interstate and internationally QUT has relationships with Australian government agencies, alumni organisations and partner universities who can help with identifying suitable venues.

Important factors to consider when choosing a location include:

- **Event style/format**—an informal event will feel uncomfortable for guests if set in a grand space
- **Hire fees, deposit amounts and cancellation costs**
- **Location and access**—consider public transport, parking availability, disability access, impact of traffic at peak-times

- **Security, after-hours access** and associated charges such as event supervisors
 - Internal **equipment** charges (tables, chairs etc) and other fees such as **cleaning**
 - **Size** and number of people that can be accommodated and **minimum numbers** required (some venues will waive hire fees for minimum guaranteed numbers)
 - **Layout** options—eg sit-down dinner, reception, lecture style
 - **Noise** from other venues and nearby activities that may impact on your event or, conversely, noise restrictions for your event such as no music or early finish times
 - Alternatives/**bad weather options** for outdoor venues
 - **Restrictions** regarding access to the venue for set-up, delivery of equipment from suppliers, sound-checks and rehearsals etc
 - Availability of **audiovisual** equipment and technicians, podium and microphones etc and **preferred suppliers** for these services if they need to be outsourced (and costs!)
 - Flowers/**decorations** and restrictions regarding their use at the venue
 - Special arrangements for **electricity** (eg three-phase power), generators etc
 - Catering restrictions and **licensing arrangements** for service of alcohol
 - **Photography** restrictions.
- Read hire agreements carefully for hidden charges and restrictions which could affect your budget!**



Event Planning Resources

There are numerous on-line resources available to event organisers no matter where you are located. It's worth spending a bit of time gathering ideas from other sources before deciding on your final format.

Some ideas to start with:

- ▶ QUT Public Venues
- ▶ Event guides developed by your local government marketing, tourism and events departments—eg Brisbane Event Planner
- ▶ Unique venue guides

Event Management continued...



Catering Options

People love food, and they love to talk about it with others, so your catering choices are very important. In addition to offering good quality and interesting food, event organisers must also cater to varied dietary restrictions, lifestyles, cultures and religions.

Cost Proposals

Unless the chosen venue requires the use of a preferred supplier, the event organiser should obtain menus and quotes from a range of caterers (your alumni liaison officer can provide a list of suggested caterers who are familiar with QUT venues).

To prepare a detailed and accurate quote caterers will require the following information:

- **Approximate attendee numbers**—caterers usually require a guaranteed minimum number of attendees at booking and final numbers are normally required 48-72 hours before the event. Changes cannot be guaranteed after these times or may incur penalty costs for additional food.
- **Style of service**—eg cocktail, buffet, sit-down dinner. The style of catering you choose should compliment your event.

Serving **appetisers or hors d'oeuvres** maximises the opportunity for networking and is a good alternative if the venue cannot accommodate a sit down meal.

BBQs are popular for informal activities in a relaxed setting, but the responsibility for service may rest with chapter volunteers rather than the caterer.

Morning and afternoons teas

are a low cost option suitable for some groups, and often allow for a limited variety of food selections.

Buffets provide flexibility for sit-down meals, whereas a **set menu** is the most formal and restrictive (often limited to alternative drop and little opportunity to accommodate late arrivals).

The more formal the event the more expensive the catering costs as additional equipment and resources are required such as tables, crockery/cutlery, service and wait staff. A formal dinner will also take approximately an hour to complete and needs to be factored into the event timings.

- **Special menu requirements**—eg vegetarian options, halal, gluten free etc. Guests generally expect that their dietary requirements will be considered. If possible seek information before the event regarding special requests. Where this is not possible, always ensure there is a selection of foods to cater to different tastes.
- **Service timings**—caterers will require approximate timings for your event to develop their service schedule. You need to be clear on when you want food and beverage service to occur and it is important that you try to stick to these timings as much as possible to ensure food is ready for service and not sitting in the kitchen going cold.
- **On-site equipment**—your caterer will want to know exactly what equipment is available on site in case they need to bring other equipment such as portable

ovens and other items with them. Check if your caterer is familiar with the venue. Any additional equipment they need to provide will incur additional costs for you.

- **Beverage requirements**—eg alcohol/non-alcoholic, on consumption or a set drinks package.

Drinks will take up a significant proportion of your catering budget. A cash bar (drinks charged on consumption) will ensure that those who don't drink alcohol are not subsidising those who do, although all drinks including soft drinks and orange juice will incur costs.

If you have a good idea of the amount guests will drink, then a drinks package may be an option but is often more expensive. Drinks may be served at a bar or by wait staff.

Key beverage considerations include:

- If the venue is licensed and the caterer has permission to serve alcohol on the premises
- Hours of bar service
- Procedures for use of drink tickets (limiting the amount of drinks per person)
- Minimum bar costs
- Charges for bar and wait staff
- Availability of non-alcoholic drinks—especially at events in cultures or religions where alcohol is prohibited or not widely consumed
- Restrictions eg. no spirits (too expensive), small choice of wines and beers.

Check all catering proposals carefully for additional costs such as staff, linen, crockery, and extra charges for alternative food options.

Event Management continued...

Publicising events

You can organise the best event possible, but if your membership doesn't know about it then all your efforts would have been in vain.

Appropriate and effective publicity is crucial to maximising audiences at events. It may be possible to take advantage of promotion in [QUT Links](#) and the [Alumni E-newsletter](#), provided enough advance notice has been given to your alumni liaison officer to meet publication deadlines. (D-D1).

Events are normally advertised via [direct email invitation](#), and on the [QUT Alumni website](#) and appropriate [social media sites](#).

Invitations are usually restricted to an initial email and one reminder.

This ensures that alumni are not bombarded with invitations, as it is important to remember that some alumni are members of more than one chapter.

Other ideas for effective publicity:

- Prepare a schedule of coming events for distribution at your other events or by email at the beginning of the year
- Prepare eye-catching or unique invitations which will stand out from other email
- Consider holding a joint event with other chapters to access a wider membership base
- Open attendance of an event to the public or to other supporters/constituents (possibly at a higher price rate)
- If the event involves a recognised alumnus, seek support from their company public relations team to promote to professional networks and the local media
- Plan an event involving a current topic of interest or importance and involve a range of experts including QUT academic staff and publicise through faculty networks

- Publicise events on your chapter website, social media sites and direct email with key contacts
- If using a sponsor, seek support from their communications team in promoting the event
- Collaborate with another university (particularly for overseas events) or professional association
- Utilise a unique venue that will attract interest from members
- Where appropriate, invite the media to events to increase profile after the event
- Don't discount word-of-mouth promotion—enlist your members to promote events to their networks. Consider 'bring a friend' promotions.
- If attendance numbers are low as the event is drawing closer, it is possible for committee volunteers to phone members. Often members just need a little personal encouragement or reminder of the event. Enlist the advice of your alumni liaison officer before approaching members in this way.

Key elements of effective invitations

People receive so much communication via email that extra effort needs to be made to ensure your **invitation (D-E1)** stands out.

It needs to be clear, to the point, peak interest and provide an easy way to confirm their attendance.

The focus of the event needs to be clearly communicated. Is the event educational, informative, social or thought provoking?

Think of the target audience and the key messages or 'hook' that would appeal to them. Is the event for young or older members? Is it aimed at families or individuals? Would it be of interest to particular jobs or people working in specific industries?



Remember that many alumni change careers and develop new interests or have multiple degrees so sometimes it pays to keep the target broader rather than too focused on a specific group.

A typical event invitation would include:

- ☑ **Title**—something interesting and punchy to attract attention
- ☑ **Email** — catchy subject line
- ☑ **Visual element**—include a picture or graphic that compliments the topic.
- ☑ **What is it about?**—provide a short but effective description of the event and its benefits to the audience ('What's in it for you?').
- ☑ **Speaker/s profile**—spell out the main credentials of the speaker/s and why they have been secured for this activity. The higher profile the speaker, the more interest you will generate.
- ☑ **Where**—provide clear details of the venue, with a small map or link to directions. Highlight parking and transport options.
- ☑ **Price**—indicate the price and what is included. Show different pricing for different membership levels if applicable. Indicate if there are limited places/tickets available.
- ☑ **RSVP**—provide a deadline for response and a number of options to respond (eg online, email, over the phone). **ALWAYS** test on-line registration and payment forms **before** distributing invitations.
- ☑ **Information Contact**—include the name and contact details of a key person who can answer questions about the event and provide further information in a timely manner.

Event Management continued...



Sourcing Speakers

An interesting speaker can attract a wide audience and make or break your event. The right speaker brings a mix of charisma, humour, expertise, insider knowledge and thought-provoking message or challenge to the audience.

Identifying speakers

Look to your membership base for potential speakers across a range of industries and discipline. There are many interesting alumni in influential positions who are experts in their fields or who have an inspiring story to tell. The more high profile or accomplished the alumnus, the more exclusive or unique the event will appear.

- ▶ **Researching** potential speakers is critical—look for examples of the speaker giving other presentations at conferences or industry/community events.
- ▶ Seek **recommendations** for speakers from your membership and other networks. Your alumni liaison officer can also provide suggestions. There is also a range of QUT academics who are experts in their fields and can present information in a clear and compelling way.

- ▶ Use faculty **connections** with industry.
- ▶ If you feel a speaker is not strong enough to carry a whole event on their own **consider using a panel** of experts to mix up the event and provide some diversity of opinions and insights on an interesting, contemporary or out-of-the-ordinary topic.
- ▶ **Focus on using an energetic and accomplished MC** to keep the event moving at a good pace and to ensure the panellists stay on track.

Negotiating terms with speakers

It is important to know what the chapter can and can't offer to speakers before making any approach.

Your speaker will require the following information:

- Date of the event and any flexibility to accommodate the speaker's schedule
- Topic of presentation—pre-determined or speaker's choice (ensure the speaker is very clear on how much leeway they have with the topic)
- Length of presentation
- Audience make-up and approximate numbers expected
- Names/credentials of other speakers if part of a panel
- Presentation style (formal or informal) and resources available such as powerpoint, video player or audio system, internet access etc. Ensure you can confirm the availability of special equipment well in advance.

- Speaker fees if any, or whether the speaker is being asked to donate their time
- Any contributions towards transport (airfares, taxi), accommodation and access to parking if needing to travel from interstate or another region
- The deadline to receive a bio and photo for inclusion in promotional material and to be used by the MC for speaker introduction.

Looking after your speaker

- Ensure that one person is assigned to look after the speaker by meeting them on arrival and assisting them with setting up their presentation or attending to other requests.
- If the venue has a green room, ensure your speaker has refreshments on hand.
- Remember to **always present your speaker with a gift** at the end of the event to publicly acknowledge them and follow this up with a thank you email/note the following day.

If a speaker is not available to participate within the timeframe set for the event, but shows interest in being involved in the future, ensure that the chapter works closely with them to identify suitable timing for a forthcoming event.

The chapter should maintain a register of possible speakers and revisit it often.



Event Management continued...

Music

Music adds atmosphere to any event, but choosing the right mix and tone will be a matter of knowing your audience and combining this with what is most suitable for the occasion.

If your event is in Brisbane, the QUT Creative Industries Faculty is an excellent source of music contacts, as is QUT's Music Society which has a number of bands catering to different tastes available to hire at a reasonable cost. For other chapters, look to your membership base first to identify any potential musicians before sourcing talent from other networks.

Remember that while music can be enjoyable, if the event is in a very small or enclosed space, music can make it difficult for alumni to interact and talk with each other above the noise of the band. It is important that music does not drown out the guests. Consider using a music track in the background instead as the volume can be easily manipulated, but a live band can only reduce their volume so far.

Before deciding on music options check that the venue can accommodate musicians and their equipment and provide early access to the room to set-up and rehearse. Book musicians well in advance and have a back-up contingency plan (music CD) in case the band is unable to get to the venue on the day.

Almost all performers require an advance deposit as well as final payment on the day of performance. They may also need access to parking in close vicinity to the venue, a green room and refreshments.

Photography & Social Media

If possible hire a professional photographer or assign one from your network or membership base. This is critical for large events and those involving high-profile guest speakers or VIPs. Uploading photos

to the alumni web page and photo sharing sites, as well as your chapter Facebook pages allows you to drive traffic to these sites by directing attendees to view photos. This extends their post-event engagement with the chapter.

Encourage your attendees to share their experiences and photos on Twitter, Facebook and Instagram. This user-generated promotion is no longer a 'novelty' but a powerful tool to promote your chapter and extend your reach.

Raffles, Art Unions & Lucky Door Prizes

People love to win things, but there are strict regulations around how raffles, art unions and lucky door prizes must be administered and recorded.

Prizes must be drawn in order of value from highest to lowest.

Therefore the first prize must be drawn first and then the minor prizes in the order advertised.

Contact details/business cards can only be given to sponsors if guests have given their express permission to pass this information on. Otherwise the cards must only be used for internal QUT purposes.

If you intend to hold a raffle or art union please liaise with your alumni liaison officer who can advise you of regulations around permits and recording/dispersing of funds.

Risk Management

Risk management is a key responsibility of every chapter and each volunteer. Even risks associated with smaller events should be identified and an agreed plan (**B-H1**) established regarding how risks can be eliminated or minimised. This will provide peace of mind and a plan of attack on rare occasions when problems occur.

As well as health and safety risks, consider how your event may be effected by other factors such as the weather and broader financial or resource concerns.

Bouncing back from poor event attendance

There are many things that can affect event attendance and often these are out of your control, such as severe weather events, accidents causing major road congestion, and critical incidents limiting access to the venue.

However, if there is an ongoing attendance problem at your events, then the programming and approach need to be reconsidered.

Survey your members and ask questions about why they have not shown interest and what would change their view in the future:

- Are the topics or speakers not interesting, high profile or relevant?
- Are the events too expensive?
- Was enough advance notice of the event given?
- Was the scheduling or venue not convenient or difficult to get to?
- Are they unsure how popular the event might be or don't know anyone to attend with?
- What types of events would be of most interest to them?

Armed with this information hold a brainstorming session with your committee, your alumni liaison officer and Alumni Board representative and other supporters to see how your members' interests can be met.

Don't be afraid to test a range of activities to see which format has the most success, but consider all the pros and cons and costs involved in different types of events.

Talk to other alumni chapters about their experiences with different events and what worked best for them.

Most importantly, don't be disheartened. Just do more research and planning.

Tips for running a successful Speaker Event



Before the event

- ☑ Ensure the event team **arrive at the venue well ahead of time** to supervise set-up, meet suppliers, test AV equipment (essential) and run through any rehearsals with speakers if necessary. Always hold a pre-event briefing and supply a **runsheet/briefing notes (D-F1)** to volunteers and the event team with responsibilities and contacts clearly identified.

During the event

- ☑ Have a **welcome committee** or person to greet attendees on arrival. Committee members should be alerted to any 'first-time' attendees and make an effort to welcome and introduce them to other chapter members.
- ☑ **Record attendees** names (on a sign-in sheet) and confirm payments.
- ☑ Have alumni membership information/**update details** forms on hand for new members
- ☑ Provide **name tags**—these help break the ice. Colour coding can be used to distinguish different people such as committee members, volunteers, first-time attendees, VIPs.
- ☑ For events with formal seating, determine the **seating plan** in advance. Make sure key people are assigned to the speaker's table. Advise attendees of their table numbers on arrival. If the event is less formal, you will still benefit from assigning volunteers to introduce key guests to the speaker and other VIPs.

- ☑ **Pick the right MC.** A good MC will keep the event to time and be able to respond calmly and creatively to 'issues' which arise.
- ☑ If your event is held at QUT or other venue in Australia **ensure you acknowledge the traditional owners of the land (D-I1)** at the beginning of the event.
- ☑ Introduce **key people to the audience**—committee & Board representatives, senior QUT staff, key guests. Ensure these people mingle widely with the audience and dignitaries during breaks.
- ☑ If using a **sponsor**, ensure they are given an opportunity to address the audience. Agree ahead of time what other role sponsors will play at the event.
- ☑ Introduce the **speaker**, providing a few highlights from their biography and some comments relating to the topic. Avoid giving an exhaustive narrative of the speaker's history.
- ☑ Have a **technician** on hand to attend to any glitches if they arise (and they always do!)
- ☑ Allow for 10 minutes of **Q&A** for the audience if time permits. Manage the time well but try not to embarrass the speaker by insisting they end their presentation suddenly.
- ☑ **Thank the speaker** and present a gift on behalf of the chapter.
- ☑ Draw **lucky door prizes** while the majority of guests are still in the room.

- ☑ Take high quality **photographs** for use in chapter, Alumni and QUT publications, websites etc. Ensure that the relevant permissions have been granted to use images.
- ☑ Thank other **volunteers** and publicise future events and dates to build anticipation for the next activity.
- ☑ Ensure guests are provided with **refreshments** and the opportunity to network and meet others at the end of the event.
- ☑ Invite guests to complete a short **post-event survey (D-G1)** or provide one online in the days following the event.

After the event

- ☑ Finalise all **payments** with the venue, suppliers and send thank you notes to maintain good relations. Send all invoices, receipts and expenses to your alumni liaison officer to reconcile.
- ☑ Send a **follow-up thank you letter** to the guest speaker, sponsor and other key people. This is essential as future events may depend on their continued goodwill.
- ☑ Send a **thank you email to all attendees**, including a link to any post-event survey or feedback form and sponsor recognition. Respond to specific questions asked by guests at the event directly with the people concerned. These activities are important cultivation tools and reinforce the professionalism of the chapter.
- ☑ Send the **list of attendees** (and any business cards collected) to the Alumni Office for database updates.
- ☑ Conduct a **post-event debrief** with the event team/volunteers to discuss the event and work through feedback received.
- ☑ Prepare a **post-event report (D-H1)** including financial summary and ideas to improve the event.

PART D: APPENDICES

Event Management

APPENDICES	D-A to D-G
A: Event Checklist	D-A1 to D-A7
B: Event Budget Worksheet	D-B1
C: Event Sponsorship Proposal Template	D-C1
D: Event Promotion Form/Timelines	D-D1 to D-D2
E: Invitation Template	D-E1
F: Event Briefing Notes & Run Sheet	D-F1 to D-F2
G: Post Alumni Event Survey	D-G1
H: Chapter Event Evaluation/Report	D-H1
I: Acknowledgement of Traditional Owners	D-I1

Event Checklist

Name of Event:	
Proposed Date:	Time:
Event Coordinator:	Contact:
EVENT OVERVIEW	
Event Purpose: <i>(tick all that apply)</i> <input type="checkbox"/> Awareness raising & membership recruitment <input type="checkbox"/> Fundraising <input type="checkbox"/> Development for members <input type="checkbox"/> Social/celebration <input type="checkbox"/> Other (please elaborate):	
How does the event support the chapter's objectives?	
Event Type: <i>(tick all that apply)</i> <input type="checkbox"/> Celebration/special occasion <input type="checkbox"/> Social/Cultural/Family Friendly <input type="checkbox"/> Professional Development/Networking/Academic <input type="checkbox"/> Community Service/Fundraising/Outreach <input type="checkbox"/> Exclusive/Special Cohort <input type="checkbox"/> Special Project <input type="checkbox"/> Other (please elaborate):	
Event Format: <input type="checkbox"/> Cocktail reception (stand-up) <input type="checkbox"/> Morning/Afternoon tea <input type="checkbox"/> Sit-down dinner/breakfast (formal, allocated seating) <input type="checkbox"/> Theatre style/seminar/panel <input type="checkbox"/> Dinner/breakfast (informal, no allocated seating) <input type="checkbox"/> Small groups/workshop <input type="checkbox"/> Gala Ball <input type="checkbox"/> Social/outdoor <input type="checkbox"/> Other (please elaborate):	
Identify any possible collaborators/partners: <input type="checkbox"/> Other QUT Alumni Chapter/s <input type="checkbox"/> Other universities/alumni associations <input type="checkbox"/> QUT Faculty/Divisions (inc Alumni Office/Precincts) <input type="checkbox"/> Student Associations <input type="checkbox"/> Professional/industry bodies <input type="checkbox"/> Government agencies eg Austrade <input type="checkbox"/> Corporate Sponsors <input type="checkbox"/> Community organisation/NGO/non-profit <input type="checkbox"/> Other (please elaborate):	
AUDIENCE/ATTENDEES	
What is the expected attendance numbers for this event?	
Minimum attendance:	Maximum attendance:
Target Audience: <input type="checkbox"/> All alumni eligible for membership <input type="checkbox"/> Specific cohort (eg. age group, gender, discipline etc) <input type="checkbox"/> Formal members only (inc associates etc) <input type="checkbox"/> Specific location (eg. alumni in a special city/region) <input type="checkbox"/> Other groups eg corporate partners <input type="checkbox"/> Family/friends and partners of alumni Specify details:	
Special Guests/Invitees: <i>Are they other key people you wish to involve in the event or should receive special invitations?</i>	

Event Checklist continued...

TIMING				
Have the following been taken into account in setting the date/time for this event?				
<input type="checkbox"/> Best day of week for target audience	<input type="checkbox"/> Other special events eg sports/festivals			
<input type="checkbox"/> Best time of day for target audience	<input type="checkbox"/> Public/school holidays			
<input type="checkbox"/> Availability/cost of venue	<input type="checkbox"/> Availability of speakers/VIP guests			
<input type="checkbox"/> Other (please elaborate):				
FINANCIAL				
How will this event be funded?				
<input type="checkbox"/> Fully subsidised (fully sponsored)	<input type="checkbox"/> Cost-neutral (all costs recouped)			
<input type="checkbox"/> Partly subsidised (through ticket sales/sponsorship)	<input type="checkbox"/> Profit (fundraising or money raised for future activities)			
Has a event budget worksheet been drafted?				
		<input type="checkbox"/> YES	<input type="checkbox"/> NO	
What pricing structure will be implemented? (for ticketed events)				
<input type="checkbox"/> One price for all ticketing		<input type="checkbox"/> Tiered pricing structure for different m'ship levels		
Details (\$pp):				
What sponsorship (if any) will be sought for this event				
<input type="checkbox"/> Venue	<input type="checkbox"/> Speaker/panellists	<input type="checkbox"/> General event partner		
<input type="checkbox"/> Catering	<input type="checkbox"/> Services (eg photography, printing)	<input type="checkbox"/> In-kind eg gifts, prizes		
<input type="checkbox"/> Scholarships/special projects	<input type="checkbox"/> Other (elaborate)			
<i>Possible sponsors:</i>				
Who will be responsible for seeking sponsorship?				
What benefits will be offered to sponsors?				
What requirements are expected from sponsors?				
Remember to liaise with the Alumni Office before proceeding with any of the following:				
<input type="checkbox"/> Venue/Supplier Contracts		<input type="checkbox"/> Sponsorship Agreements	<input type="checkbox"/> Fundraising Activities (incl raffles)	
RISK MANAGEMENT				
Consider all risks associated with this event/activity				
Category	Risk Description	Rating <i>High/Med/Low</i>	Likelihood <i>Probable/ Possible/ Unlikely</i>	Controls/Minimisation Strategy/Treatment
Strategic/Reputational				
Financial				
Operational				
Compliance/Legal				

Event Checklist continued...

VENUE	
Venue Name:	
Location (address):	
Name of venue contact person:	
Phone contact:	Email:
Is a contract required to use this location? <input type="checkbox"/> YES <input type="checkbox"/> NO	
If yes, please liaise with the Alumni Office for appropriate approvals. Chapters cannot sign contracts on behalf of QUT.	
What are the payment terms for the venue?	
Hire Fees	
Deposit requirements	
Cancellation terms/fees	
Final payments (due date)	
What arrangements/restrictions have been agreed for the following:	
Set-up/Layout	
Site visit arrangements	
Venue/Room capacity (attendees)	Minimum: Maximum:
Security	After hours contact
Noise/Entertainers	
Access/delivery arrangements e.g bump in/out date and times	
Signage/decorations	
Electricity/generators	
Photography	
Cleaning	
Equipment available on site <input type="checkbox"/> Included in hire costs <input type="checkbox"/> Additional items at extra cost	
Audio-Visual support	
Caterers (preferred suppliers?)	
Hospitality equipment	
Licensing arrangements	
Disabled/Special Access	
Parking/Transport	
Wet/alternative weather options	
Risk management	
Insurances/liability	
Special permits (for outdoor hire)	

Event Checklist continued...

CATERING		
Caterer:		
Name of contact person:		
Phone contact:	Email:	
Is a contract required to use this caterer? <input type="checkbox"/> YES <input type="checkbox"/> NO		
If yes, please liaise with the Alumni Office for appropriate approvals. Chapters cannot sign contracts on behalf of QUT.		
What are the payment terms for the caterer?		
Deposit requirements		
Cancellation terms/fees		
Final numbers (due date)		
Final payments (due date)		
What arrangements/restrictions have been agreed for the following:		
Service numbers	Minimum:	Max:
Food/Menu		
<input type="checkbox"/> Menu options/styles		
<input type="checkbox"/> Vegetarian/dietary options		
<input type="checkbox"/> Alternative drop (fees?)		
Beverages		
<input type="checkbox"/> Licensing (service of alcohol)		
<input type="checkbox"/> On consumption options		
<input type="checkbox"/> Drinks package options		
Staffing		
Service timings		
<input type="checkbox"/> Food service		
<input type="checkbox"/> Beverage/bar service		
Equipment		
<input type="checkbox"/> Included in hire costs		
<input type="checkbox"/> Additional items at extra cost		
Delivery/Venue access		
Parking required		
Electricity/generators		
Cleaning/Post event collection		
Other services eg centrepieces/ printed menus, seat covers etc		

Event Checklist continued...

AUDIO-VISUAL SERVICES	
Name of contact person:	
Phone contact:	Email:
Is a contract required to use this service? <input type="checkbox"/> YES <input type="checkbox"/> NO	
If yes, please liaise with the Alumni Office for appropriate approvals. Chapters cannot sign contracts on behalf of QUT.	
What are the payment terms for the audio-visual services	
Deposit requirements	
Cancellation terms/fees	
Final payments (due date)	
What arrangements/restrictions have been agreed for the following:	
Staffing—technician	
Support provided/timings	
Equipment hire terms	
<input type="checkbox"/> Included in hire costs	
<input type="checkbox"/> Additional items at extra cost	
Equipment requirements	
<input type="checkbox"/> Podium/microphone	<input type="checkbox"/> Laptop
<input type="checkbox"/> TV/VCR/DVD player etc	<input type="checkbox"/> Additional microphones
<input type="checkbox"/> Video services	<input type="checkbox"/> Other
<input type="checkbox"/> Projector/screen	<input type="checkbox"/> Remote clicker/pointer
Venue access/rehearsal	
Parking required	
PHOTOGRAPHY/VIDEO SERVICES	
Name of contact person:	
Phone contact:	Email:
Is a contract required to use this photographer <input type="checkbox"/> YES <input type="checkbox"/> NO	
If yes, please liaise with the Alumni Office for appropriate approvals. Chapters cannot sign contracts on behalf of QUT.	
What are the payment terms for the photography/video services	
Deposit requirements	
Cancellation terms/fees	
Final payments (due date)	
What arrangements/restrictions have been agreed for the following:	
Photography style eg formal/candid	
Staffing	
Timings	
Venue access	
Parking required	
Photos required list supplied	
Photo availability (date) & format	
Copyright/acknowledgement	

Event Checklist continued...

SPEAKER/S	
Name of Speaker/s:	
Position & Organisation:	
Qualifications:	
Contact person for speaker:	
Phone contact:	Email:
Is a contract required to use this speaker? <input type="checkbox"/> YES <input type="checkbox"/> NO	
If yes, please liaise with the Alumni Office for appropriate approvals. Chapters cannot sign contracts on behalf of QUT.	
What are the payment terms for speaker/s?	
Deposit requirements	
Cancellation terms/fees	
Final payments (due date)	
What arrangements/restrictions have been agreed for the following:	
Biography & photo supplied	
Equipment requirements	
Transport/travel requirements	
Accommodation requirements	
Photography/video permissions	
Publicity/Promotion/Media	
Greeter/contact on day	
Venue access/rehearsal	
Parking required	
ENTERTAINMENT/PERFORMERS/MUSIC	
What type of entertainment will be required for the event?	
<input type="checkbox"/> No music/entertainment	<input type="checkbox"/> Background music track (CD)
<input type="checkbox"/> Soloist—music only	<input type="checkbox"/> Band/group—music only
<input type="checkbox"/> Soloist—vocal & music	<input type="checkbox"/> Band/group—vocal & music
<input type="checkbox"/> DJ/MC/Comedian/Presenter	
<input type="checkbox"/> Other entertainers/performers	
<input type="checkbox"/> Other (specify)	
Name of group/contact person	
Phone contact:	Email:
Is a contract required to use this performer? <input type="checkbox"/> YES <input type="checkbox"/> NO	
If yes, please liaise with the Alumni Office for appropriate approvals. Chapters cannot sign contracts on behalf of QUT.	
What arrangements/restrictions have been agreed for the following:	
Type of music (era, mood, volume)	
Performance timings	
Venue access/set-up/rehearsal	
Parking required	
Equipment (own & required on site)	
Photography/video permissions	
Copyright/licensing/permits	

Event Checklist continued...

COMMUNICATION/MARKETING		
Communication contact person:		
Phone:	Email:	
What communication methods will be used to promote the event?		
<input type="checkbox"/> Email invitation	<input type="checkbox"/> Social media—web, facebook	<input type="checkbox"/> Media releases
<input type="checkbox"/> Mailed invitations	<input type="checkbox"/> Alumni E-Newsletter (monthly)	<input type="checkbox"/> Sponsor/partner promotion
<input type="checkbox"/> Other (specify)		
What arrangements/restrictions have been agreed for the following:		
Deadline for publications		
Design/distribution of invitations		
Updating/monitoring social media		
Photography/video permissions		
Photography/video arrangements		
Media releases—timing/distribution		
Sponsor/speaker requirements		
Other materials such as programs, fliers, banners, signage etc		
Post-event surveys/feedback		
VOLUNTEER MANAGEMENT		
Volunteer Manager/Contact:		
Phone:	Email:	
How will volunteers be utilised?		
<input type="checkbox"/> Pre-event organisation	<input type="checkbox"/> Communication/promotion	<input type="checkbox"/> Specialised tasks eg music
<input type="checkbox"/> Event logistics/set-up	<input type="checkbox"/> Welcome Committee/Guides	<input type="checkbox"/> General event support
<input type="checkbox"/> Other (specify)		
Are plans in place for the following?		
<input type="checkbox"/> Role descriptions/expectations	<input type="checkbox"/> Induction & training	<input type="checkbox"/> Post-event debrief
<input type="checkbox"/> Recruitment	<input type="checkbox"/> Full pre- & day of event briefing	<input type="checkbox"/> Thank you/acknowledgments
FINAL CHECKLIST		
<input type="checkbox"/> Timings confirmed with venue, suppliers, speakers, sponsor, MC etc	<input type="checkbox"/> Full briefing notes prepared & distributed to speakers, volunteers, VIPS	<input type="checkbox"/> Event team fully briefed and aware of allocated responsibilities
<input type="checkbox"/> Payment arrangements finalised/agreed	<input type="checkbox"/> Final attendance numbers provided to venue etc	<input type="checkbox"/> Full contact list including all key personnel & suppliers distributed
<input type="checkbox"/> Event team given appropriate time for set-up/rehearsal	<input type="checkbox"/> AV, presentations and equipment tested	<input type="checkbox"/> Back-up/printed copy of all presentations etc organised
<input type="checkbox"/> Registration desk & welcome committee ready for early arrivals	<input type="checkbox"/> Receipt books and arrangements in place for on-the-day payments	<input type="checkbox"/> Signage & banners placed at key entry points to venue
<input type="checkbox"/> Full attendance list, name tags (& spares), update details forms	<input type="checkbox"/> Sufficient stationery for registration desk & volunteers	<input type="checkbox"/> All lucky door prizes, speaker gifts, certificates etc delivered to venue
<input type="checkbox"/> Post event surveys & other handouts available	<input type="checkbox"/> Contingency & risk management plans available & ready to be enacted	<input type="checkbox"/> Everyone positive & focused on the task at hand

Template: Event Budget Worksheet

Event:			
Proposed Date:			
Projected number of attendees:			
Budget Item	Full Cost	Variable Costs (per person)	Fixed Costs (per person)
VENUE RENTAL			
Room/Venue Hire			
Equipment			
- tables and chairs			
- crockery, glasses, linen etc			
- canopies/marques			
- cooking ovens etc			
Parking			
Security			
AV equipment & technician			
Set-up/clean-up			
FOOD			
- appetisers/hors d'oeuvres			
- meals			
- alternative menu options			
BEVERAGES & BAR			
- waiter charge			
- hosted bar			
- drinks on consumption			
- drinks package			
OTHER COSTS			
Music/Entertainment			
Photography & Video			
Flowers/Balloons/Decorations			
Giveaways/souvenirs			
Gifts/certificates/awards			
Printing —programs, invitations			
Speaker —fees, accommodation etc			
Licences & Insurance			
Complimentary tickets			
Other			
TOTAL COSTS		(Variable)	(Fixed Costs)
INCOME			
Sponsorship—In-kind			
Sponsorship—monetary			

Template: Event Sponsorship Proposal

<p><Name of Chapter></p> <p>Event Sponsorship Proposal for <Name of Sponsor></p>
<p>Introduction</p> <p><i>Give a brief overview of the proposal and why you are contacting this organisation for support .</i></p>
<p>About Us</p> <p><i>Include an overview of your chapter and incorporate your mission and goals, years of operation and key highlights/ achievements.</i></p> <p><i>Also provide a profile of your membership base including all relevant information eg. age, gender, location, profession, career level (eg mid-career, young professional, senior leaders) etc—highlight the key features of your membership that fit well with the sponsoring organisation's customer/audience profile to show the natural synergies between your chapter and this organisation. For example if the organisation is a retailer that sells designer business suits and your members are mainly young professionals aged 25-40 working in mid-level jobs in the finance sector, this would be a good synergy to highlight as many of your members will be focused on their corporate/business image.</i></p>
<p>Overview of Event</p> <p><i>What is the event? Who is the target audience? Any guest speakers/VIPs? Expected attendance? When?, Where? etc</i></p>
<p>Sponsorship Proposal—Opportunity <i>(What do you want?—be specific)</i></p> <p><i>Outline what the opportunity is. For example—is there a tiered sponsorship structure (gold-silver-bronze) or sponsorship of specific elements eg communication, venue, catering, speakers etc. Are you asking for cash or in-kind sponsorship? Be careful when offering exclusive sponsorship rights as this could impact on other opportunities for funding which may arise in the future.</i></p>
<p>Recognitions and benefits <i>(What have you got to offer?-)</i></p> <p><i>List how the sponsor will be recognised and how their involvement in this event furthers their marketing and business objectives. Examples include:</i></p> <ul style="list-style-type: none"> • <i>Use of the sponsor's logo in promotional/advertising material, on web pages and at the event (banners, presentation) - include info on circulation/audience reach)</i> • <i>Opportunity to address the audience as a keynote/guest speaker or panel member/judge</i> • <i>Dedicated product or marketing material distributed at the event eg. Coffee/drinks/chocolate, brochures/gifts etc</i> • <i>Naming rights for the event or activity (if appropriate)</i> • <i>Opportunity to sit with VIPs or network with other senior people</i> • <i>Allocation of a set number of free tickets or a complimentary table</i> • <i>Opportunity to secure complimentary or discounted tickets to other chapter or QUT events</i> • <i>Opportunity to present an award or special recognition</i> <p>**NB: Chapters cannot give sponsors direct access to the chapter's mailing list or database due to privacy and information regulations.</p>
<p>Commitment/Timeframe</p> <p><i>What is the nature of this partnership eg short (1 event or 1 year) or long-term (3 years) and when will it start?</i></p>
<p>What will happen next?</p> <p><i>Request a meeting to discuss the proposal in more detail. Advise if you will be contacting the organisation to arrange a suitable time.</i></p>
<p>Sponsorship Manager</p> <p><i>Include the name and contact details of the person who will be managing the sponsorship. Ensure that this person remains the key contact for the relationship if possible.</i></p>

Event Promotion Form

SEND THIS COMPLETED FORM TO YOUR ALUMNI LIAISON OFFICER TO ARRANGE EVENT PROMOTION

Please keep to stated word limits to meet requirements for news/QUT web page listings

Required 3-4 months prior to the event

ESSENTIAL DETAILS

Name of Chapter		
Alumni Office Contact		
Submitted by <i>name/role/contact</i>		Email:
Event name <i>5-10 words</i>		
Short Event Description <i>30-50 words</i>		
Long Event Description <i>the long description will be added to the event web page (attach additional info if necessary)</i>		
Date <i>Day of week and date (dd/mm/yy)</i>		
Time <i>start and expected finish times</i>		
Venue, Room & Address <i>Include full address details and web address if applicable</i>		
Additional venue information <i>(eg web url, parking arrangements)</i>		
Ticket Prices (\$ per person inc GST) <i>List all levels if more than one price</i>		
Dress code		
RSVP Date <i>usually one week before event</i>		
Chapter contact person for further information/event queries <i>name/email</i>		Email:

OPTIONAL INFORMATION


Speaker detail <i>(name & title, topic, bio)</i> <i>Attach a high-resolution photo</i>	
Other instructions to attendees	
Other images <i>Attach a high-resolution photo/s</i>	

Event Promotion Form continued

INVITATION LIST		
Target audience <i>eg. all members, specific group</i>		
Location <i>eg. All locations, capital city etc)</i>		
Any special VIP or other personalised invitations?		
PROMOTION REQUIREMENTS		
<input type="checkbox"/> Invitation—emailed	<input type="checkbox"/> Invitations—mailed	<input type="checkbox"/> Online payment form (QUT Pay)
<input type="checkbox"/> Include on Chapter Web Page	<input type="checkbox"/> Listing on other social media sites eg LinkedIn/Facebook/Twitter	<input type="checkbox"/> Alumni E-newsletter event listing
<input type="checkbox"/> PDF—RSVP form	<input type="checkbox"/> PDF—Other attachment	<input type="checkbox"/> Listing on QUT Events page <i>(not recommended for closed/invite-only events for specific group only)</i>
MARKETING DISTRIBUTION DATES		
Email Invitation —date approx. 4-6 weeks prior to event (depending on type/size of event)		
Final Reminder —date approx. 2 weeks prior to event (depending on how numbers are tracking. Usually on 1 reminder will be sent)		

SCHEDULING GUIDELINES	
Action	Date due (information to be supplied to QUT)
Event form Event room	7-8 weeks out from event Free QUT rooms fill fast. Be sure to book 4-5 months before the event.
QUT Pay information	6-7 weeks out from event
<p>The following activities cannot be commenced until this form is completed. <i>Please note that many of the activities below are contingent on other departments' timelines (eg QUT Marketing & Communications, Finance etc)</i></p>	
QUT Pay (process & lead time)	Up to 10 working days, we are unable to request for this process to be rushed
Lead time for producing & emailing invitations	3 days dependant on other complexity and volume
Lead time for advertising events	Cut-off for E-newsletter is around 15th of each month for following month
Chapter Website listing	Can take 3 days. Incomplete or changes to information published will further delay process
QUT News Manager	1-2 days AFTER chapter website listing has gone live
Social Media—LinkedIn, Facebook, Twitter	1-2 days AFTER chapter website listing has done live

Sample Event Invitation




An evening with 2014 QUT Business School Outstanding Alumnus Greg Creed, CEO, Taco Bell

Tuesday 29 July 2014

Executive Dean, Professor Robina Xavier invites QUT Business School alumni and friends to a special event with 2014 QUT Business School Outstanding Alumnus, Greg Creed.

Based in California, USA, Greg Creed is CEO of Taco Bell Corp and incoming CEO of YUM! Brands.



[Register Now](#)

Place people first and results will follow

Greg Creed was appointed Chief Executive Officer of Taco Bell in early 2011 after serving as President and Chief Concept Officer for Taco Bell Corp, the USA's leading Mexican-style quick service restaurant chain that serves more than 36 million customers each week in over 6,000 restaurants in the U.S. As head of Taco Bell, he is responsible for driving overall brand strategy and performance of the business in the U.S. and internationally. He has more than 30 years of experience in marketing and operations with leading packaged goods and restaurant brands in Australia, the UK and America. Greg completed a Bachelor of Business at QUT.

Join us for this event to hear Greg share his thoughts on how putting your people and customers will drive great business results. [Read more....](#)

EVENT DETAILS	
Date:	Tuesday 29 July 2014
Time:	5.30pm for 6pm-7pm presentation. Post event networking includes drinks and canapes
Venue:	Room Three Sixty, Level 10 Y Block, QUT Gardens Point Campus For parking options visit Parking at QUT
Tickets:	General Public—\$80 (inc GST) QUT Alumni, staff and students—\$60 (inc GST)
Dress:	Smart Casual
RSVP:	Places are limited. Book early to avoid disappointment. RSVP closes Friday 25 July

QUT Business School is proud to announce that all proceeds of this event will be donated to the Su Mon Wong Endowment Fund, which provides an annual student scholarship for Excellence Marketing. [Read more about the Scholarship...](#)

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CRICOS No. 00213J

Banner/logo

Event Name

Photo of speaker or other relevant image eg country flag, venue or iconic

Event summary

Link to online registration page

Speaker bio/ topic to be covered

Link to web page with further information is applicable

All relevant event details and links to supporting info such as venue web page/parking details etc


RSVP date

Other interesting details


Compulsory

- why person is receiving email;
- data statement;
- unsubscribe option

Template: Event Briefing Notes/Runsheets

 Briefing Notes and Run Sheet <Name of Chapter> <Name of Event> - <Date of Event> OVERVIEW	
Date:	<Day> <Date> <Month> <Year>
Time:	<Time> for <Time> start to <Finish Time>
Venue:	<Venue Name> <Room Name> <Address>, <Phone contact> <link to Web page/maps/directions/transport> Venue Contact: <Name>, <Position Title>, <contact phone> <contact email> Duty Manager (for event): <Name>, <Position Title>, <contact phone> <contact email>
QUT Alumni Office Contact:	<Name>, <Position Title>, <contact phone> <contact email>
Chapter/On-site contact:	<Name>, <Position Title>, <contact phone> <contact email>
Distinguished guests: <i>(list key attendees only—especially VIPs to be named in introduction)</i>	QUT Staff <Name>, <Position Title> (inc contact phone for key QUT contacts) Special Guests/ Speaker/ Sponsor <Name>, <Position Title> (inc contact phone for speaker/sponsor) Chapter Committee Members/Key Volunteers <Name>, <Position Title> (inc contact phone for all chapter/volunteers listed)
Event Activity:	<Event name/activity>
Expected Attendance:	<Final RSVP number or guestimate if not sure>
Event Purpose:	This event aims to <ul style="list-style-type: none"> • <purpose 1> • <purpose 2> • <purpose 3> etc
Event set-up/layout:	<eg theatre style/buffet/cocktail etc>
Equipment:	Supplied by Venue <ul style="list-style-type: none"> • <item> Supplied by QUT/Chapter <ul style="list-style-type: none"> • <item>
Parking:	<Detail parking arrangements, allocation of vouchers etc>
Caterer:	<Catering Company Name> <link to Web page> Event Contact: <Name>, <Position Title>, <contact phone> <contact email> Catering Supervisor (for event): <Name>, <Position Title>, <contact phone> <email>
Food & Beverage:	<List menu items & beverage arrangements> Eg. Cold Canapes/Hot Canapes/Dessert/Drinks
Other Suppliers:	<List all other suppliers eg photographer, AV technician, musicians as required with full contact details and other information such as arrival times etc>
Payments:	<Detail pre-payments made and arrangements for payment at the end of the event>

Template: Event Briefing Notes/Runsheets

 Briefing Notes and Run Sheet <Name of Chapter> <Name of Event> - <Date of Event> ORDER OF PROCEEDINGS	
TIMING	ACTIVITY
Task Allocations	<Name>, <Role/Responsibility>
<time> - <time>	EVENT SET-UP <List activities eg:> <ul style="list-style-type: none"> • Set-up room • Test equipment • Rehearsals etc
<time> - <time>	REGISTRATION <List activities eg:> <ul style="list-style-type: none"> • Greet guests & escort VIPs • Check attendance • Hand out surveys etc
<time> - <time>	<Pre-event drinks/canapés etc or other pre-event activity>
<time> - <time>	<Guests asked to take seats/make way to area for start of event>
<time> - <time>	WELCOME MC: <name> <ul style="list-style-type: none"> • Welcome guests & introduce VIPs • Overview of evening's proceedings
<time> - <time>	SPEAKER/ACTIVITY MC introduces speaker/activity <ul style="list-style-type: none"> • Include short speaker bio/profile • <Include note if presentation to be run>
<time> - <time>	SPEAKER/ACTIVITY MC introduces speaker/activity <ul style="list-style-type: none"> • Include short speaker bio/profile • <Include note if presentation to be run>
<time> - <time>	BREAKS FOR REFRESHMENTS/NETWORKING Include timing for any breaks in the program, especially dinner activities
<time> - <time>	SPONSOR/CHAPTER PRESENTATION MC introduces speaker/activity <ul style="list-style-type: none"> • Include short speaker bio/profile • <Include note if presentation to be run>
<time> - <time>	LUCKY DOOR PRIZES/AWARD PRESENTATIONS ETC MC introduces activities <ul style="list-style-type: none"> • Present prizes/awards etc as appropriate
<time> - <time>	FINAL WRAP-UP MC thanks attendees <ul style="list-style-type: none"> • Reminder re surveys or upcoming events • Thank venue, sponsors and suppliers • Thank volunteers • Reminder re after event refreshments etc
<time> - <time>	REFRESHMENTS/After event activity
<time> - <time>	EVENT CLOSE <ul style="list-style-type: none"> • Volunteers to pack-up events • Finalise payments and other arrangements with venue, caterers etc

Sample: Post Alumni Event Survey

Name: <i>(optional)</i>					
Email: <i>(optional)</i>					
Age group: <input type="checkbox"/> 18-25 <input type="checkbox"/> 26-30 <input type="checkbox"/> 31-40 <input type="checkbox"/> 45+				Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female	
Event Name:				Date:	
EVENT FEEDBACK					
Please comment on the following :				Poor— — — Good— — — Excellent	
Relevance of Event:				1 2 3 4 5	
Appropriateness of Venue:				1 2 3 4 5	
Length of Event:				1 2 3 4 5	
Networking Opportunity:				1 2 3 4 5	
Value for Money/Reasonable Cost:				1 2 3 4 5	
Additional Comments:				1 2 3 4 5	
CHAPTER PROGRAMMING FEEDBACK & IDEAS					
Are you interested in?					
<input type="checkbox"/> Being informed of upcoming <chapter> events? <input type="checkbox"/> Being more involved with <chapter>					
What type of activities/events would you be interested in attending?					
<input type="checkbox"/> Personal Development (see below) <input type="checkbox"/> Professional Development (see below)					
<input type="checkbox"/> Career Management <input type="checkbox"/> Lifestyle (eg hobbies, cooking school etc)					
<input type="checkbox"/> Social (eg drinks, bowls, sports) <input type="checkbox"/> Community service projects & events					
<input type="checkbox"/> Other (please elaborate):					
What types of Personal/Professional Development Activities would be of most interest?					
<input type="checkbox"/> Presentation/Writing <input type="checkbox"/> Time Management					
<input type="checkbox"/> Marketing Yourself <input type="checkbox"/> Career Change Advice					
<input type="checkbox"/> Leadership Skills <input type="checkbox"/> Networking					
<input type="checkbox"/> Entrepreneurship/starting a business <input type="checkbox"/> Experiences of prominent alumni					
<input type="checkbox"/> Networking/Influencing skills <input type="checkbox"/> Investment/financial					
<input type="checkbox"/> Other (please elaborate):					
Do you have any suggestions for future topics/speakers for <chapter> events?					
Thank you for completing this survey. Please hand to chapter representative or return to QUT Alumni Office: Email: alumni@qut.edu.au Fax: +61 7 3138 1514 Mail: QUT Alumni Office, GPO Box 2434, Brisbane QLD Australia 4001					



Chapter Event Evaluation/Report

Please complete this evaluation following your event and forward to the QUT Alumni Office

Email: alumni@qut.edu.au

Fax: +61 7 3138 1514

Mail: QUT Alumni Office, GPO Box 2434, Brisbane QLD Australia 4001

Chapter Name:		
Event Name:		
Event Description: <i>- include type of event & target audience</i>		
Scheduling:	Date:	Time:
Venue:		
Catering:	Caterer:	Menu style:
Event pricing:	Members (per person)	
	Other (per person)	
Attendees: <i>- attach a list of attendees</i>	Alumni	
	QUT Staff	
	Other attendees (students etc)	
	Total attendees	
Event Financials: <i>- attach financial statement</i>	Total expenses	
	Total income—ticket sales	
	Total income—sponsorship	
	Profit/Loss	
EVENT EVALUATION		
Was this a successful event & why? <input type="checkbox"/> YES <input type="checkbox"/> NO		
What worked well?		
What would you do differently next time?		
Did you undertake an event survey? If so, what were the key outcomes? <i>(attach a copy of the survey results)</i>		
Prepared by (name)	Position	Signature and Date



Acknowledgment of Traditional Owners

An 'Acknowledgement' is a mark of respect to the Traditional Owners of the land and sea and can be given by anyone. It is appropriate to use the Acknowledgement at QUT functions held in Australia including lectures, workshops, training and other events. Acknowledgements are an important part of the Reconciliation process that QUT has a responsibility to foster through its teaching, research and community activities.

GUIDELINES FOR USE AT AUSTRALIAN EVENTS

SHORT VERSION

- ⇒ Use for events held on QUT premises in Brisbane
- ⇒ Can also be used at other sites in Australia by replacing 'where QUT now stands' with the local venue or location

LONG VERSION

- ⇒ Can be used for events held on QUT premises in Brisbane primarily for those who are confident in the correct pronunciation of the Traditional Owners' names
- ⇒ If wishing to use elsewhere in Australia you must substitute the names of the Traditional Owners' acknowledge the appropriate indigenous peoples relevant to the area in which your event is being held

Acknowledgement of Traditional Owners

Short version:

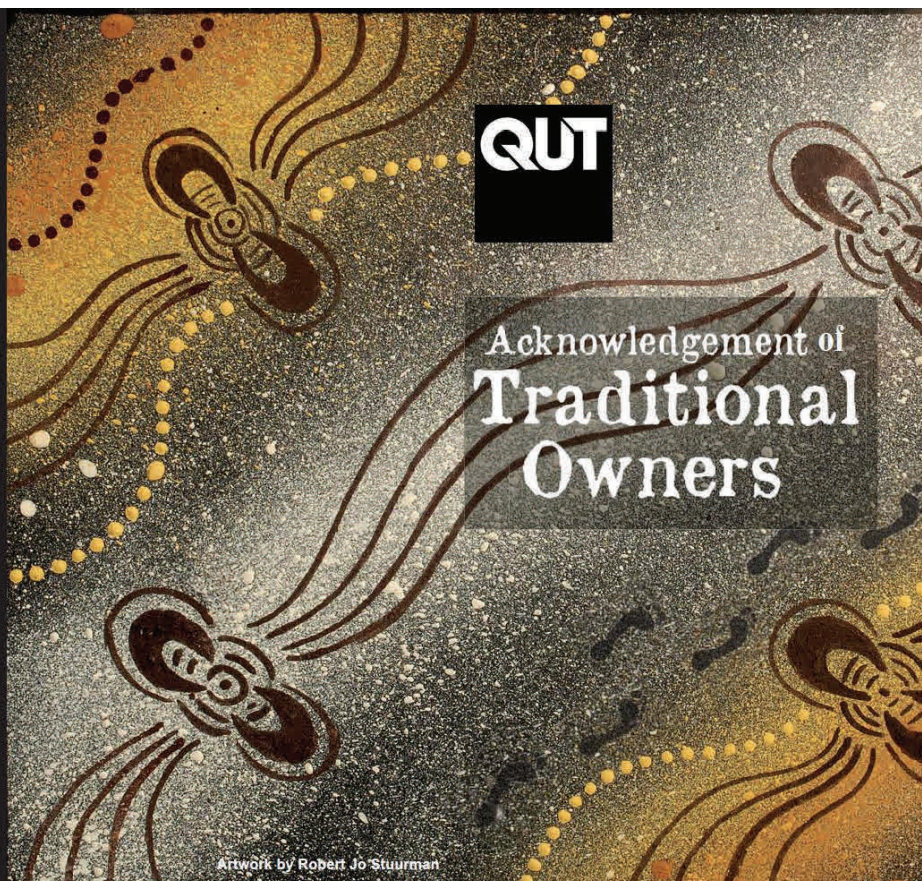
I acknowledge the Traditional Owners of the lands where QUT now stands, pay respect to their Elders - past, present and emerging - and acknowledge the important role Aboriginal and Torres Strait Islander people continue to play within the QUT community.

Long version:

In keeping with the spirit of Reconciliation, I acknowledge the Turrbal, Jagera/Yuggera, Kabi Kabi and Jinibara Peoples as the Traditional Owners of the lands where QUT now stands – and recognise that these have always been places of teaching and learning.

I wish to pay respect to their Elders - past, present and emerging - and acknowledge the important role Aboriginal and Torres Strait Islander people continue to play within the QUT community.

www.reconciliation.qut.edu.au



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