

# The Bidding Pot: Help for event organisers

## *Step by step guide*

To make it as easy as possible for our alumni to organise and host in-country events, we have put together this checklist to help get you started.

TO CONSIDER	TASK	FURTHER INFORMATION	CHECK LIST
<b>What are the overall objectives and impact or outcomes of the event?</b>	Think about what the event will achieve in terms of what is delivered and what will be the outcomes and impact of this.	<p>This could be anything such as forming an alumni group, opportunity to network and/or professional development.</p> <p>Think about how the event could feed into one of the strategic areas of the University.</p>	
<b>What is the budget for the event?</b>	<p>Costs could include, but are not limited to:</p> <ul style="list-style-type: none"> <li>■ Catering</li> <li>■ Venue hire</li> <li>■ Marketing - promotional materials and artwork</li> <li>■ Photographer / videographer</li> <li>■ Equipment hire</li> <li>■ Speaker fees / travel expenses</li> </ul>	<p>You will need to think about:</p> <ul style="list-style-type: none"> <li>■ How much funding are you requesting?</li> <li>■ Will this cover the full event?</li> <li>■ How will you pay for any additional costs?</li> </ul> <p>Remember, 50% will be paid prior to the event, with the final 50% after the event has taken place. Where possible, try and utilise connections within the alumni community to reduce costs.</p>	
<b>When will you host the event?</b>	<p>Ensure that the choice of time and day of the week for you event is guided by your main audience, whether this is mid-week or weekend, during the day or on an evening.</p> <p>The Alumni Team is happy to advise on this based on past experiences.</p>	<p>For example:</p> <ul style="list-style-type: none"> <li>■ Weekends can be better if you expect that some of your guests will need to travel to the event location.</li> <li>■ Weekday evenings are usually recommended when the event is in a big city if most of your target audience live/work locally.</li> </ul>	

Please contact [alumni-international@bradford.ac.uk](mailto:alumni-international@bradford.ac.uk) or visit [www.bradford.ac.uk/alumni/bidding-pot](http://www.bradford.ac.uk/alumni/bidding-pot) for additional information

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<b>Do you have the resources to plan and run the event?</b>	The alumni team can support with some elements, but you will have the main responsibility for the planning and hosting of the event.	You will need to commit time to things such as: <ul style="list-style-type: none"> <li>■ Sourcing and liaising with the venue</li> <li>■ Tracking your costs</li> <li>■ Hosting the live event</li> <li>■ Completing post-event documents</li> </ul>	
<b>Where will you host the event?</b>	We recommend using venues such as hotels or restaurants that have private spaces, access to AV equipment and have public liability insurance.	When choosing your venue, you will need to consider: <ul style="list-style-type: none"> <li>■ What is the maximum capacity?</li> <li>■ Is it easy for alumni to travel to?</li> <li>■ What is included in the hire price? Are there any hidden extras?</li> <li>■ Is the venue accessible to those with a disability?</li> <li>■ Can the venue provide copies of risk assessments, public liability insurance and food hygiene certificates (where food is provided)?</li> </ul>	
<b>Event speakers</b>	<p>You may ask/require other alumni in the network to speak at your event.</p> <p>The Alumni Team can support finding and contacting relevant alumni. All proposed speakers must pass due diligence checks by the Alumni Team before they can be approved as an event speaker.</p>	<p>If you would like a speaker(s), think about:</p> <ul style="list-style-type: none"> <li>■ How many are required - is this a guest lecture or a panel style event?</li> <li>■ What style of talk is desired - are they covering their personal journey, providing advice or expert knowledge on a topic, or providing professional skills development?</li> <li>■ Do you have a specific person in mind?</li> <li>■ How much time is the speaker required to give? (They may need to plan their talk, create presentation slides, travel etc.)</li> <li>■ What happens to your event if you cannot get a speaker?</li> </ul>	
<b>Attendee management</b>	Think about how you will register guests on arrival.	<p>Consider how you plan to greet and register your attendees:</p> <ul style="list-style-type: none"> <li>■ Will you need someone to support you with registration?</li> <li>■ Where in the venue will this be located?</li> <li>■ Consider GDPR regulations about personal data.</li> <li>■ The Alumni Team will need to know who attended as part of your post-event documentation.</li> </ul>	

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<b>Refreshments</b>	Consider if you would like to put on refreshments for guests.	You will need to consider: <ul style="list-style-type: none"> <li>■ Will your budget cover this cost, or are attendees expected to pay?</li> <li>■ Will refreshments be formal (sit down meal) or informal (buffet or canapes)?</li> <li>■ Do any of the attendees have any dietary requirements?</li> <li>■ At what point in the event will refreshments be served?</li> </ul>	
<b>Health &amp; safety</b>	Consider if the venue meets health and safety regulations.	We will need to see the following documents from your chosen venue: <ul style="list-style-type: none"> <li>■ Risk Assessment(s)</li> <li>■ Public Liability Insurance (or equivalent)</li> <li>■ Food Hygiene Certificate (if applicable)</li> </ul>	
<b>AV</b>	<p>If the event includes presentations, you will need to check the AV capabilities of the venue and if there is an additional charge.</p> <p>If the venue and/or audience numbers are large, you may need a microphone and speaker set-up.</p>	You will need to consider: <ul style="list-style-type: none"> <li>■ Impact on budget</li> <li>■ Can you use your own device, or will you need to borrow equipment from the venue?</li> <li>■ What connecting cables are required? (VGA, HDMI etc.)</li> <li>■ Will the venue have someone on hand to support with the technology?</li> <li>■ Do you need to consider a technical run-through prior to the live event?</li> </ul>	
<b>Photography</b>	<p>We would love you to document the event by taking some photographs.</p> <p>We will share on our social media channels, to accompany blog pieces and promote The Bidding Pot.</p>	You will need to consider: <ul style="list-style-type: none"> <li>■ Will your budget stretch to a professional photographer, and is a professional photographer suitable for your type of event?</li> <li>■ How are you going to make attendees aware that photography is happening - can they opt out?</li> <li>■ Take a variety of images including venue set-up/dressing, catering, attendees, and speakers (posed and candid) etc.</li> </ul>	

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