Communities

The Institution of Engineering and Technology

IET Community Events Toolkit

A practical toolkit to enable any community to organise a range of successful events

IET Community Events Toolkit

A practical toolkit to enable any community
to organise a range of successful events

Introduction

Events are a great way to allow face-to-face engagement with members of the Science, Engineering and Technology (SET) community, giving the perfect opportunity to:

- provide 'technical' information
- provide a networking opportunity for existing members
- share best practices and experiences
- collaborate with other organisations
- reach out to the next generations
- recruit more active members
- encourage members to sign up to Professional Registration
- promote IET products and services, such as Career Manager

Whether you are a first time event organiser or you have run events before, the IET Events Toolkit is designed to provide direction, advice, templates, checklists and working examples.

Toolkit menu

There are a number of elements to organising a successful event. You may already follow some of the ideas and suggestions within this toolkit, but there may be some additional tips which might be useful.

Page

10 steps to a successful event

4 Step 1: Deciding the aim, objective and audience of the event
5 Step 2: Selecting the correct event style and topic
7 Step 3: Budgeting
9 Step 4: Date and venue selection
11 Step 5: Putting together the programme and inviting speakers
13 Step 6: Registration and online event calendar page
15 Step 7: Marketing the event
17 Step 8: Hosting the event
19 Step 9: Post event analysis
21 Step 10: Staff support for IET community events

23 **Case studies: Real events in practice**

Toolkit appendices

25 Appendix A: At-a-glance event checklist
28 Appendix B: Event scope form
29 Appendix C: IET communities event proposal & resources request form
33 Appendix D: Event budget template
34 Appendix E: IET online event calendar page and registration request form
36 Appendix F: Chair's notes template
37 Appendix G: Event attendance sign in sheet

Worksheets

Additional worksheets have also been designed to provide guidance on organising specific events, for example professional registration workshops, Present Around the World competitions, and lifeskills workshops.

These worksheets can be found on the IET website, in the Volunteer Gateway (www.theiet.org/volunteers/).

Step 1: Deciding the aim, objective and audience of the event

The event scope form (Appendix B) is the starting point for any event. It allows the organiser of the event to outline the main objectives, topic coverage, target audience, marketing channels, possible speakers and sponsors.

Some basic initial questions to consider (the who, what, when, where, why and how?) are:

Who

- …is the target audience? Existing IET members, potential IET members, the wider public, specific interest group or demographic (e.g. student)?
- …will help organise the event? Is a volunteer organising committee needed?
- …do you want to invite to give a presentation?

What

- …is the best event format?
- …is your budget?
- …is the event output? PowerPoint presentations on the IET website, post-event write up, filmed presentations?
- …is the most effective way to market your event?

When

- …is the best time to hold this event for the community? Consider time of year, as well as when during the week and time of day

Where

- …is the event going to be held? Will the topic have an impact on where the event is held?

Why

- …are you holding this event? Information sharing, professional registration, networking?

How

- …many delegates are you looking to achieve/attract?

Further guidance into the specific areas above is provided in the subsequent steps within this document.

Step 2: Selecting the correct event style and topic

Deciding on your event style will depend on the aims and objectives of your event, for example do you want people to get involved in an open debate, or hear directly from a speaker?

It is good practice to set an event format. This provides structure to the session, a template to invite speakers and allows for effective marketing.

Event types

There are many different event styles you could choose, below is a list of the most popular community event formats.

Formal

- Multi speaker seminar
- Evening lecture
- Webinar (web based seminar)
- Debates on hot topics
- Workshops (e.g. example professional registration and lifeskills)
- Exhibitions

Semi-formal

- Technical visit
- Networking sessions
- Panel discussion

Social

- Dinner
- Quiz

Suggested programme formats

Below are two examples of successful programme formats.

Evening lecture format

18.00	Registration & networking
18.30	Chair's welcome
18.35	"Presentation title" "Name, job title, company"
19.05	"Presentation title" "Name, job title, company"
19.35	Q&A session
19.55	Closing remarks
20.00	Close

Technical visit format

10.00	Registration
10.15	Welcome & Introduction
11.00	Tour of facilities
12.00	Open forum / Q&A session
13.00	Refreshments & networking
14.00	Close

Online events

A key and growing area of event activity is engaging with the web. Launching an event online can prove extremely cost-effective, but can also create a powerful platform for engaging with a global audience.

By organising a webinar (web based seminar) for example, you can create the look and feel of an event online, with speakers, presentations and a Q&A session.

The IET.tv team can provide the filming, editing and uploading of content generated to create an online event or can film at a physical event and upload content post event.

If you are interested in developing an online event please contact the Community Operations team to discuss further (community-operations@theiet.org).

Topic generation

The majority of the time the topic of the event will be the key reason delegates choose to attend. It is important to select a topic that delegates are going to want to hear more on, which will enable them to connect with professionals in a similar field, update their knowledge and share issues and opportunities with others.

It is advised that some research is undertaken at the beginning of the event process to check that the chosen topic is relevant, timely and of interest to your potential audience. There are various methods of research to help identify key topic areas or to confirm whether or not a topic area will be popular, for example asking colleagues, web based searches and reading relevant magazines and journals.

Organising Committee

Depending on the style of the event, you might want to consider setting up an organising committee to help develop the programme. Selecting people that are already working in that technical area will ensure the programme is covering current issues and could provide direct contact to the desired speakers.

Event output

Consider if your chosen event format could generate a post event output to capture the intellectual property from the event. Providing post event outputs online is an effective way to reach a global audience through the IET's website and makes the most of the effort and resource that has been invested.

For further information on event output please read step 5.

Step 3: Budgeting

An event budget is a great way to map out all the areas of income and expenditure. The budget will ensure that the event is viable to organise and execute. The costs will vary dependant on the type of event you are looking to hold.

We have created an event budget template (Appendix D) to assist you with your planning.

It is good practice to set a budget before confirming any venue, planning marketing campaigns and inviting speakers.

Things to consider/include:

Venue

- One of the major costs of holding an event is the venue
- Consider a partnership with a local company who could sponsor the room or provide a venue for free
- New venues are always looking for early promotion, therefore special rates are sometimes negotiable

Technical equipment

- The majority of venues will provide the technical equipment, audio visual equipment etc., although these costs are often high

Catering

- We recommend that you provide tea and coffee for evening events and finger food and non-alcoholic beverages at larger events
- Free to attend events usually experience a high dropout rate (approximately 30%), so it is worth adjusting your catering costs accordingly if you suspect a high dropout rate will occur
- Learn from previous experiences by monitoring how much food is left after each event and adjust future orders accordingly

Speaker expenses

- Decide if you will pay speaker expenses and if so decide how much budget you can allocate
- Ensure potential speakers are clear about the available budget to cover travel and accommodation. Having an open discussion in the early stages of confirming a speaker is much easier than securing a speaker and then being presented with their expenses which exceeds your allocated budget

Filming content

- Filming speaker's presentations is a great way to ensure the event content is available to a wider audience

- There are two ways to capture event content;
  - using a hand camera to film the speaker, edit the footage and then upload onto your community area
  - invite IET.tv (the IET's web based service) to film, edit the footage and upload the content for you

IET.tv (the IET's web based service and TV channel) is available upon request. There is an associated cost, so this does need to be factored into your budget. It is important to make the request early via the Community Operations team. Please contact community-operations@theiet.org to find out about costing and scheduling.

Partners/ sponsors

Securing a sponsor or partner can be a great way to engage relevant companies in the region, support your event marketing campaign and can help support the budget, for example venue hire or delegate refreshments can be supplied by or paid for by a sponsor.

The potential benefits to the sponsor include:

- raise their profile within area of expertise
- opportunity to promote products / services / activity
- access to relevant community
- networking opportunity – meet experts, build personal contacts

Gaining a partner will often assist in extending the reach of the marketing campaign. For example it can be beneficial to work with a relevant University, sector magazine or institution that has access to the target community. By supporting the event it will allow them to raise their profile within the community.

For a real life example of how partnering with an organisation can benefit an event, please see the 'Case Studies' section (page 23).

Step 4: Date and venue selection

Setting a date

When choosing a date you should avoid religious and school holidays and actively avoid clashes of date and subject with competitor events, as this will affect delegate attendance.

Select a date that provides enough time to market the event. We recommend as much marketing time as possible, ideally three months and no less than six weeks.

Booking a venue

The venue can play a very important part in holding a successful event, both from the number of delegates wishing to attend to maintaining a balanced budget.

When seeking a venue things to consider include:

- Spaces requirements - areas for registration, refreshments, sponsors and the seminar/lecture room
- Seminar/lecture room - make sure that the venue can easily accommodate your expected target audience size in a comfortable and relaxed manner, with the required equipment (audio and visual, exhibition stands, catering tables)
- Venue facilities - disabled access, parking availability
- Location - ensure location is easily accessible, with good transportation links

Consider booking the venue an hour or so before the start of registration to ensure room set-up in advance of the delegates arrival, and an hour after the event to pack away.

Room set-up

Where possible we would advise a visit to the venue. By performing a site visit you will be able to visualise the areas being used and decide if they are suitable for your plans.

The venue should be able to provide advice on appropriate room set-up, capacities and provide a housekeeping notice to inform delegates of fire exits, health and safety etc.

Audio visual requirements

When booking the venue it is worth agreeing audio visual requirements for the day, for example microphones, lapel microphones, laptops, laser pointers. Some venues charge a considerable amount for these services and prices should be identified as soon as possible.

Catering

It is usual to provide refreshments mid-morning and mid-afternoon for a full day event. Tea, coffee and water are standard offerings. Lunch need not be extravagant; a sandwich lunch is normally acceptable.

For an evening event we recommend that you provide tea and coffee.

Book basic catering requirements when booking the venue; the venue will then advise when they need to know final requirements and numbers. Also check if the venue has a minimum number to cater for.

Step 5: Putting together the programme and inviting speakers

Developing a programme

Step 2 provides advice on topic generation, including researching the topic and considering setting up a volunteer organising committee.

Once this step has been undertaken you are in a position to develop your programme, including timings and speakers. A key point to consider at this stage is that not every speaker on your draft programme will be available on the set date. Generate a speaker wish list to allow for some contingency.

Speaker invitations

When issuing an invitation to present, highlight the opportunities to speakers. The event could provide them with the platform to;

- present about their projects (and profile their organisation)
- make new contacts
- interact with new members of the community

These factors should be emphasised to the potential speaker when issuing the invitation.

Make sure each speaker is clear on what their presentation should cover, making them aware of who the other speakers are and what they are covering (providing speakers with all the biographies and presentation synopsis when available).

Capture a speaker's response to the invitation and their contact details. It is important to obtain a confirmed response from the speaker along with their current contact details, as this may be needed on the day of the event. Obtaining a short biography and job title is helpful when creating the marketing material for the event.

Benefits of publicising a completed programme

Publicising a full programme, with clear timings, speaker names, job titles, presentation titles and biographies, allows potential delegates to make an informed decision about attending the event and is likely to have a positive impact on attendance.

Event output

It is important to capture the intellectual property from the event to gain the most of the effort and resource that has been invested. Providing post event outputs online is an effective way to reach a global audience through the IET's website.

As a minimum we would recommend that each author submit an abstract and presentation (either a paper or a PowerPoint presentation) which could then be published on the IET website. The author is required to sign a copyright or licence to reproduce form to allow the IET to publish their presentation in relation to the event, whether the content is being published on the IET's website or in a more formal event proceeding. This should be agreed during early discussions with speakers.

Contact the Community Operations team to discuss online support available and details around publishing speakers content (community-operations@theiet.org).

To find out more about post event outputs please read step 9.

Step 6: Registration and online event calendar page

Registration

We recommend all events have a registration system to allow effective event management. The benefits of setting up registration for your event include;

- capturing your total numbers which will keep you in budget
- managing your total numbers (and waiting lists) if places available are limited
- capturing useful information about delegates, including name, job title, company
- notifying delegates directly if an event is cancelled, postponed or the details have changed
- providing information to speakers so they are aware of the size and profile of their audience
- providing a delegate list for use during the "on the day" registration desk
- capturing metrics for the IET (i.e. number of event delegates). This is a requirement if you are using IET funding for your event
- sending email feedback forms to delegates post event to capture delegate experience

Registration system options

Events organised by IET communities can use one of two registration systems;

Plus! for Events – this online registration system is a free resource that has been designed to help volunteers manage events professionally from start to finish.

The system enables volunteers to monitor and manage event attendance, to produce delegate sign in sheets and delegate badges easily, and request feedback from delegates after the event. It is also an easy way to start collecting metrics information about event attendees.

The Community Operations team can set you up on Plus! for Events so you can manage your delegate registration directly.

EBMS – this online registration system is free to use and is ideal for events which require a payment to be taken.

The Community Operations team can set up registration for you and will manage delegate registration on your behalf.

Plus! for Events

- ✓ Volunteer managed
- ✓ Free events
- ✓ Send feedback to delegates
- × No payment taking facility

EBMS

- ✓ Staff managed
- ✓ Paid for events
- × No inbuilt feedback facility

Please contact the Community Operations team (community-operations@theiet.org) to discuss the best registration system for your event.

Delegate registration pack

A delegate registration pack, which consists of printed delegate badges, blank/additional badge inserts and delegate list, can be provided. This service is available for large events or where networking forms a substantial part of the programme and will be subject to the availability of staff resource. Please provide as much notice as possible to the Community Operations team.

IET online event calendar

The IET's online event calendar allows people to find events within a particular technical specialty or geographic area and register their place (where registration is available).

By creating an online event calendar page your event will be exposed to a wide and varied audience, increasing the potential number of delegates.

The Community Operations team can support you by creating an event calendar page based on the information you provide. We recommend that you include as much relevant information as possible, for example the benefits of attending, details on the programme, speaker biographies and presentation synopsis and a registration link.

If you require a member of the IET Community Operations team to set up an event calendar page on your behalf please send a completed online event calendar page request form (Appendix E) to community-operations@theiet.org.

Step 7: Marketing the event

The marketing behind an event can make a huge difference to the numbers that attend and the impact it has on the community.

Best practice

We recommend marketing your event as soon as possible. Once the event has a set topic, title, description, date and venue you are in a position to start the promotion. As a minimum we recommend at least six weeks of marketing time before the event.

IET online event calendar

The IET's online event calendar page is a good place to start. Provide information on the benefits of attending, further details on the programme, speaker biographies and presentation synopsis and registration (see step 6 for further information).

Marketing communications channels

There are a variety of different channels you can use to promote your event. These include:

- Emails / relevant newsletters
- Carousels
- Banners
- Print ads in relevant publications
- Social media (Twitter, Facebook, LinkedIn)
- Online discussion forums
- Flyers
- Online event calendars
- Partner organisation websites

Free advertising websites

Promote your event online by using these free to advertise event websites:

- Conference Alerts www.conferencealerts.com/engineer.htm
- The Register http://events.theregister.co.uk/
- Eurekalert www.eurekalert.org/
- Engineering Subject Centre www.engsc.ac.uk
- Engineeringtalk www.engineeringtalk.com
- Industry Search www.industrysearch.com.au/

Tailored marketing campaigns

Adapt your marketing to fit your audience, for example marketing student events to the local universities by contacting the Head of the Faculty, and utilise social media channels (including twitter, LinkedIn, Facebook).

Social media

By using social media on websites such as Facebook, LinkedIn and Twitter, you can promote your event by creating discussion forums and comment to create a 'buzz' surrounding the topics and speakers at your event. Activity such as blogging and additional discussion forums are valuable for post event comments, and will prolong the exposure of the event online.

The IET has published social network guidelines for volunteers on how to get the best from these channels.

Please visit www.theiet.org/volunteers/socialmedia/index.cfm for further information.

Media packs

Obtaining local press and broadcast media coverage of your event helps to promote the reputation of the IET as well as promoting your community. It can also help the general public understand the importance of engineering and technology in everyday life.

Local media are keen for regional stories with a strong human interest angle; they touch people's lives whilst also raising awareness of your events, your Network and the IET. The Communications Team has developed a media pack to help volunteers gain coverage in local media.

Visit the IET Volunteer Gateway for further information (www.theiet.org/volunteers/).

Marketing collateral at the event

It's important to display the IET's brand at events; branding ensures professionalism within an organisation; and create an emotional connection and feelings of loyalty, which in turn support organisational success; it is the perception people have of us.

It is the responsibility of all staff, Members and other stakeholders acting on behalf of the IET to fully support the IET brand at every opportunity.

The IET have created a Marketing Toolkit for IET Communities, designed to make marketing and ordering branded promotional items easy.

Contact the Community Operations team to find out more about how you can market your event effectively (community-operations@theiet.org) or visit: www.theiet.org/volunteers/communities/resources/marketing.cfm.

Step 8: Hosting the event

After all the hard work planning and organising an event, it is important that the delivery on the day is also well planned and organised to ensure the delegate gets the best experience.

We recommend the following as good practice:

- Identify one person to be in charge of running the event (not a speaker)
- Identify volunteer roles and responsibilities (see Appendix A), ensuring you have enough help. Roles and responsibilities include;
    - Speaker liaison
    - Meet and greet delegates
    - Welcome and provide advice to non-members about the benefits of joining the IET
    - Overseeing catering and room set up requirements
    - Audio and visual requirements (ensuring presentations are loaded onto the main laptop and slides are working)
- Set up the registration desk with name badges (if required)
- Put out relevant IET literature for delegates to pick up
- Ensure the registration desk is manned at least 30 minutes before delegates arrive
- Greet speakers and delegates, register delegates (by ticking off attendees against pre-printed lists), capture details of on the day 'walk ins' and give branded name badges for all attendees (if required)
- Keep as close as possible to the original programme timings
- Ensure the chair is well briefed. We recommend sending chair's notes prior to the event (Appendix F).

Below is a quick checklist of items you may wish to have at your event.

Event collateral checklist

- ☐ Delegate registration pack
  (printed delegate badges, blank/additional badge inserts and delegate list)
- ☐ Event attendance sheet (for walk ins) (Appendix G)
- ☐ IET literature / promotional collateral (e.g. IET membership packs, flyers)
- ☐ IET crib sheet (details of IET product and services, available in the resources section of the Volunteer Gateway)
- ☐ IET corporate video
- ☐ Housekeeping notice from the venue (which includes fire procedure)
- ☐ Speaker / IET staff contact details
- ☐ Holding slide
- ☐ Chair's notes (Appendix F)
- ☐ Stationary (e.g. pens, masking tape)
- ☐ Copy of event programme

Step 9: Post event analysis and output

Post event thank yous

It is good practice to thank all event speakers and sponsors at the event. In addition to this you might like to send a more formal thank you letter.

Delegate feedback

It is important to gain feedback from delegates to capture delegate experience

If you have used the Plus! for Events registration system, a request for feedback can be sent directly to delegates.

Useful questions to ask delegates include;

- How did you hear about this event?
- Would you recommend this event to a colleague?
- Would you consider coming to something else the IET puts on?
- What topics would you be interested in hearing about at future events?

As an event organiser it is also helpful to record your own evaluations soon after the event has ended so you can make best use of them.

Post event output

It is important to capture the intellectual property from the event to gain the most out of the effort and resource that has been invested. Providing post event outputs, such as a web resource area, is an effective way to reach a global audience.

Online hot topic resource areas

The IET website has an area for "hot topic resources". These resource areas often include presentations (both filmed footage and PowerPoint slides), speaker biographies, speaker interviews, and relevant articles (from journals and magazines).

Examples of current areas include:

- Cognitive radio
- Cybernetics
- Electric and hybrid vehicles
- Smart grids
- Space
- Tribology
- International Broadcasting Convention (IBC)
- John Logie Baird Lecture archive
- Pinkerton Lectures

There is support available through the Community Operations team to build hot topic areas. Please contact the Community Operations team to find out more information community-operations@theiet.org.

MyCommunity

Want to continue the debate and discussions amongst your delegates and wider community? MyCommunity, the IET's online social collaboration platform, enables individuals to connect, share knowledge, ideas and opportunities with a specific network of individuals.

You could join an existing relevant community and start a discussion that relates to the topic of your event or you could create a new community.

MyCommunity enables individuals to:

- Manage a personal profile
- Join a community
- Find people and grow your network
- Develop, extend and enhance your knowledge
- Collaborate with other community members (by using the DocCreate tool)
- Participate in discussions
- Ask questions

For further information about MyCommunity please visit the Volunteer Gateway (www.theiet.org/volunteers/).

Step 10: Staff support for IET events

The previous 9 steps provide guidance to help support you in organising your event. If you feel you would benefit from some additional advice and support in organising an IET event our Community Operations team would be happy to help.

IET Community Operations staff support

The IET Community Operation team is made up of event, marketing, and online specialists who are here to help IET communities achieve their goals.

The team is responsible for helping arrange and coordinate:

- community events and activities
- online activities such as webinars and webcasts
- the development and maintenance of the community web presence
- production of marketing and promotional materials

This service is delivered by working collaboratively with volunteers to identify when support and guidance is needed either directly from a member of the Community Operations team, or through the self-service tools and resources available.

We provide as much or as little support as required to ensure that each community receives relevant resources where it's needed. Request for support will be assessed on a case by case basis.

The type of support available includes;

Pre-event support

- Budget advice
- Sourcing an appropriate venue
- Registration set up
- IET online event calendar page set up
- Registration delegate packs
- Marketing to target audience
- Using the IET Marketing toolkit (a one stop shop for creating and ordering all marketing collateral and promotional items for your events)

On the day support*

- Registration desk set up and management
- Room set up
- Audio visual requirements (including speaker presentation slides)

* Due to the number of community events, on the day support cannot be guaranteed and will be considered on a case by case basis.

Post event support

- Building online hot topic areas (event outputs)
- Sending email feedback (when Plus! for Events registration system is in place)

If you would like to find out more information about the support you can receive from the Community Operations team please contact our team through our central email

address community-operations@theiet.org or via your Community Relationship Manager (if applicable).

Requesting resource from the IET for new activity

If you would like to deliver some activity on behalf of, or in partnership with, the IET there is one application form to complete.

Please see the Application process (New activity application) for further information. www.theiet.org/volunteers/communities/funding/apply/

Metrics

IET Community events are supported by IET charitable funds and volunteer organisers are required to submit event metrics to the IET. Metric information on attendance figures is evidence that the IET is fulfilling its charitable remit.

Please see reporting metrics for community activities for further information www.theiet.org/volunteers/communities/metrics/

Volunteer Gateway

The Volunteer Gateway is an area on the IET's website dedicated to providing advice, information and practical resources to help community volunteers to provide knowledge sharing, content development and networking opportunities to ensure maximum engagement with members and the professional community.

Please see the Volunteer Gateway for further information www.theiet.org/volunteers/

The benefits of partnering
David Moule, IET Power Generation, Conversion and Utilisation Network

"In November 2011 the Power Generation, Conversion and Utilisation Network held a seminar on "Making Rare Earth Magnets Rarer" which was supported by the UK Magnetics Society. The event was outside of the Network's usual format, with seven speakers and a cost associated with attending, therefore some additional support was required to ensure the event was a success.

Our Network had worked with the UK Magnetics Society in the past and so an initial approach was made to firstly check if they were planning to run a seminar in the near future on the same topic (to make sure any planned activities would complement rather than clash), and furthermore whether they would like to get involved in organising and supporting an IET event on the topic. We were delighted when the UK Magnetics Society agreed to get involved and shortly after a teleconference was held with the mini organising committee (made up of IET and UK Mag Soc staff and volunteers) to discuss the first steps of organising the event, including the date, potential speakers, venue and who does what from each organisation.

The IET benefited hugely from working collaboratively with the UK Mag Soc. As well as jointly developing the programme and organising the venue, the IET were able to take on board the experience of the UK Mag Soc regarding charging for events and decided to adopt a similar pricing structure due to the similar audience being attracted. As a supporting organisation UK Mag Soc members were entitled to the same discount as IET members and to encourage student and University participation a 50% discount was offered to students.

In terms of marketing, the event benefited from promotion from the UK Magnetic Society. The event was included on their website and also featured in their newsletter "Magnews" and literature was available for delegates to take away with them on the day.

The event was a success, with 67 delegates and IET.tv joining us for the day. We look forward to working with the UK Magnetics Society again in the future."

Marketing – A real life example
One story of a successful publicity campaign comes from the Gibraltar Group of Professional Engineers (GGPE), which is made up of IET, IMechE and ICE members and led by Chairman Xavier Pons.

Xavier helped arrange a large scale 'national' symposium focusing on Gibraltar's future energy crisis, with top level speakers such as IET President Dr Nigel Burton and attendees from government. He was daunted by the concept of attracting a large crowd to a technical event, however the GGPE rose to the challenge in a big way with some impressive publicity.
The group organised a campaign of posters and flyers and Xavier used his contacts.

“I happen to know the director of a bus company” he says, “so I managed to put a poster in every single one of his buses!” Paying for such a campaign would have been expensive so Xavier saved cash there, but he also kept costs low by printing posters locally and also using a local graphic designer.
Use the press to your advantage

For larger, more prestigious events, why not publicise in papers or on radio stations. All external media coverage, be that national or local press, radio or TV will make a big difference to the event’s attendance figures.

Again Xavier’s work stands out, as he gave his symposium an amazing plug by arranging and participating in a live national television debate on the subject of renewables the week before the event. A GGPE member also wrote in to the national paper and had his letter printed.

“This was published two days before the symposium, which raised public awareness. I think the result was we got a very good turnout” Xavier notes.

Appendix A
At-a-glance event checklist

This event checklist will provide you with an 'at a glance' aid to organising your event, including identifying who is responsible for each individual task.

Event title:	**Date of Event:**	**Time of event:**
Location:	**Venue:**	**Budget: £**
Lead Volunteer(s):	**Organising committee:** **1. X** **2. X** **3. X** **4. X** **5. X**	

PRE-EVENT

Task	Task owner	Tick on completion	Date completed	Comments
PROGRAMME		❑		
Develop programme (timings and speakers)		❑		
Invite speakers		❑		
VENUE				
Venue sourcing and booking		❑		
Catering booking		❑		
AV hire		❑		
Equipment- poster boards booking		❑		
BUDGET				
Manage Budget		❑		
Manage bookings, invoices and payments		❑		

REGISTRATION				
Identify maximum delegate numbers (from budget and venue capacity)		❑		
Events registration system set up		❑		
Monitor delegate registration		❑		
Delegate Registration Pack*		❑		
ONLINE				
Online event calendar page		❑		
Filming arrangements with IET.TV		❑		
Develop online output area (IET website)		❑		
SPEAKER LIAISON				
Formal invitation letter to speaker / contributors		❑		
Gather biographies / synopsis for website and marketing collateral		❑		
Send speaker information and instructions		❑		
DELEGATE INFO				
Write and send Joining instructions, programme updates etc (1 week prior to event)		❑		
COLLATERAL				
Print name badge		❑		
Print delegate list		❑		
Produce event hand-outs		❑		
Send marketing collateral and literature to venue		❑		
MARKETING				
Organise marketing emails		❑		
Order IET Marketing collateral via marketing toolkit		❑		

* Delegate registration packs consists of printed delegate badges, blank/additional badge inserts and delegate list

ON THE DAY

ROOM SET UP				
Confirm arrangements		❑		
Set up (laptop, projector, banners)		❑		
Set up IET Information stand		❑		
REGISTRATION				
Set up		❑		
Man registration desk		❑		
Welcome all delegates		❑		
SPEAKER LIAISON / HOSTING				
Welcome speakers		❑		
Ensure presentations on laptop		❑		

POST EVENT

REGISTRATION				
Update registration system		❑		
FEEDBACK				
Send feedback forms		❑		
Report KPIs to IET (Delegate Numbers, feedback score)		❑		
SPEAKERS				
Send speaker thank you letter/email		❑		
ONLINE WEB RESOURCE				
Development of post event online resource area		❑		
BUDGET				
Delegate expenses authorised and processed		❑		

Appendix B
Event scope form

If you are seeking IET resource, you are required to complete the IET Communities Event Proposal & Resources Request Form (see Appendix C)

Type of activity: *eg: online/offline, lecture, visit etc*	
Proposed date(s): *and reason for this*	
Proposed location: *and reason for this*	
Title of activity:	
Brief synopsis of activity: *50 words max*	
Technical area:	
Event objectives: *What will the community gain from this activity?*	
Target audience: *The type of people you expect to attend*	
Expected number of delegates:	
Partners and / or event sponsors:	

Additional information to consider

- **Why is this subject important?**
- **Why run this type of event now, or if it is an event that has run before why do we want to repeat it?**
  Outline trends, any significant recent developments eg: new technologies, regulations or market demand.
- **Are you aware of any past / future events on this topic or for this audience?**
- **What will make this event unique and compelling to the audience? Why will they give up their time and / or money to attend?**
- **Will this event be of interest to other associations, organisations or professional bodies?**
- **Are there any relevant publications, websites, communities?**
- **How will you generate / share / disseminate content from the event?**
- **How will you promote the event?**

Appendix C

IET Communities 2012-13

Activity Proposal & Resources Request Form
You should complete this application form if you would like to deliver some activity on behalf of, or in partnership with, the IET process.

You should use this form if your group:

- Already exists online within the IET's MyCommunity area, but would like to develop activity
- Is connected to the IET in some other way but would like to take the next step and deliver some community activity
- Is not associated with the IET yet but believes there is an opportunity for mutually beneficial joint working.

Do not use this application process if you are already a regularly funded IET community requiring some additional funds, instead you should contact your Community Relationship Manager.

If you need any help in completing this form please contact the Community Operations team. Once you have completed this application form please email it to: community-operations@theiet.org

Name of community or group:	
Volunteer name(s) and contact details:	
What do you want to do? *For example: are you requesting resources to enable your group to deliver activity on behalf of the IET or would you like to suggest an activity that the IET might want to develop in partnership?*	
Resources required (if appropriate): *For example: staff support, an amount of money*	
Type of activity: *For example: an online webinar, a technical visit, a lecture or conference etc.*	

Proposed date(s): *and reason for this*	
Proposed location: *and reason for this*	
Title of activity:	
Brief synopsis of activity: *50 words max*	
Is the activity related to one of the IET's Sectors and / or technical areas?	
Objectives of the activity: *What will the IET gain from this activity?*	
Target audience: *Who is your activity aimed at, what type of people do you hope to attract?*	
Expected audience number: *How many people do you hope to attract?*	
Partners and / or event sponsors: *Is there a possibility for collaboration?*	
Do you propose to charge a fee to participate*, if so how much?	

*NB: The majority of IET community events should be free to attend. However, in certain circumstances it is possible to charge a delegate fee. Please speak with your CRM or with the relevant Communities Committee if you would like more information about this.

Budget:

If you are seeking funding to enable your community to run an activity then you will need to give an indication on how the funds will be spent. If you are proposing an offline event you may find it helpful to use the budget template (attached).

If your proposal is approved we may need more information, but we will let you know and work with you on this if necessary.

Additional information

The IET has finite resources to support community activities, please take some time to help us understand the marketplace, your vision and aspirations for this activity, and the opportunities it offers to the IET. Please feel free to give us any information you feel is significant, it may also help you to consider the following areas:

- **Why is this subject important?**
- **Why run this type of activity now, or if it is an activity that has run before why do we want to repeat it?**
  Outline trends, any significant recent developments eg: new technologies, regulations or market demand.
- **Are you aware of any past / future activities on this topic or for this audience?**
- **What will make this activity unique and compelling to the audience? Why will they give up their time and / or money to participate?**
- **Will this activity be of interest to other associations, communities, organisations or professional bodies?**
- **Are there any relevant publications or websites?**
- **How will you generate / share / disseminate content from the activity?**
- **How will you promote the activity?**

FOR STAFF USE ONLY	Date	Name
Date proposal received:		
REVIEWED BY:		
Community Relationship Manager		
Community Operations Team		
Event Production and Services Team		
Community Resourcing Committee		
Community Committee		

Appendix D
Event budget template

Target number of delegates:				
	Quantity	**Unit Cost**	**Total**	**Additional Information**
VENUE				
Event room(s)				
Catering booking (per person cost)				
Lunch (per person cost)				
Dinner (per person cost)				
AV hire				Microphone, projector
VOLUNTEER/STAFF EXPENSES				
Travel expenses				
Accommodation				
SPEAKER EXPENSES				
Travel expenses				
Accommodation				
ONSITE MATERIAL				
Marketing Material (Membership packets, magazines)				
MARKETING				
Printed posters				
Courier				
OTHER				
IET.tv filming				
TOTAL EXPENDITURE				
INCOME				
Delegate fees				
Sponsorship /exhibition				
TOTAL INCOME				
TOTAL BUDGET				

Online event calendar

Please provide the below information if you require a member of the IET Community Operations team to set up an event calendar page on your behalf.

Mandatory fields are required as a minimum (marked *), however we recommend providing as much information as possible to allow effective marketing of your event.

	Content
***Event Title:** max of 60 characters	
***Event Start Date:**	
***Event End Date:**	
***Location** Full address, add links if required	e.g. The IET, Savoy Place, 2 Savoy Place, London, WC2R 0BL
***Timing:** (mini timing list)	09:30 - Registration 18:00 - Close
***Event type:** workshop / visit / lecture / symposium, social event, seminar, conference, musical evening, launch event, IET online event, exhibition, dinner, course, PATW, prestige lecture, call for papers	
***Teaser (short description):** Text will appear in the search facility	
*** Full description:**	
***Organiser:** Add links to the appropriate network(s)	
***Cost:** Free / price to attend	
***Sector:** (please specify) Built Environment / Design & Production / Energy / Information & Communications / Transport	
***Keywords** All keywords relevant to network and event	
*** Registration:** e.g. Plus for Events, EBMS, other (please provide details if other)	
Programme: Full programme information here	
Filename e.g. bobby-blue (all lowercase, no more than two words hyphenated)	Add filename if you have a specific one that you would like
Local Network / TPN (if required) Choose your networks, or leave unallocated.	
Main speaker(s):	

Programme file: (if required) For download of program leaflet	
Sponsors: (Add logos and urls etc. (Digital Services need to upload logos into Rhythmyx first.) (if required)	
Registration file filename: Add Downloadable individual PDF registration file (if required)	
Poster file: (if required)	
Region: (please specify)	
Call for Papers: (if required)	
Call for Papers file: (if required)	

Registration

Please provide the below information if you require a member of the IET Community Operations team to set up registration on your behalf. A standard feedback form will be sent to delegates post event.

*** Registration Start Date**	
*** Registration End Date**	
*** Maximum no. of delegates**	

Appendix F
Chair's notes template

The Institution of Engineering and Technology
Event Title

Date, Venue Name, Location

Chairman's Notes:

Thank you for chairing The IET **Insert Event Title Here**. To ensure that everything runs smoothly, we should be grateful if you would take note of the following points:

Hyper linking presentations

The speaker's presentations will be uploaded onto the holding slide; speakers then just need to click on the hyperlink for their presentation to come up on the screen. If they have any problems with this please can you step in and help out (we will run through this with you before the start of the event).

During the Session

- Welcome everyone to the session.
- Ask everyone to switch off their **mobile phones** during the presentations and state that this is a no-smoking venue.
- Each speaker should be introduced by name and organisation.
- **Please ensure that each speaker keeps to the time allocation**.
- For the questions, ask the audience member to clearly state their name and affiliation.

In closing:

- Thank all speakers for their valuable contributions.
- Thank all delegates for attending the event.

PROGRAMME

Insert the programme.

SPEAKER BIOGRAPHIES

Insert speaker biographies.

IET Communities - Event attendance form

Network _____ **Date** _____

Venue _____

Event _____ **Unique event budget code (if applicable)** _____

Data Protection - Information provided by you on this form will be processed by the Institution and its associated organisations for the purpose of organising your attendance at this event. It may also be used for the promotion of other IET products and services and contacting you for market research purposes. By providing us with your email address and telephone number you agree that we may contact you by these methods.

Title	First name	Last name	IET Member Y / N	I would like to receive a personal call to discuss membership and / or professional registration Telephone number	Email address	I do not wish to receive notification of IET services (including local community events) which may be interest to me:

Data Protection - Information provided by you on this form will be processed by the Institution and its associated organisations for the purpose of organising your attendance at this event. It may also be used for the promotion of other IET products and services and contacting you for market research purposes. By providing us with your email address and telephone number you agree that we may contact you by these methods.

Title	First name	Last name	IET Member Y / N	I would like to receive a personal call to discuss membership and / or professional registration Telephone number	Email address	I do not wish to receive notification of IET services (including local community events) which may be of interest to me: