

# Creating the 'perfect' stakeholder event

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## **Faculty of Humanities Research Communications and Marketing Network Meeting**

### **Agenda**

10.00 Communications and Marketing updates

10.05 Case studies – award winning events

10.10 Planning documents

10.30 Promotion

10:55 Evaluation

11.05 Faculty Calendar

11.10 Close

*2016/17 network sessions will begin in October. [Check HumNet for details.](#)*

## Before you start planning

Objectives – what are your reasons for holding the event?

What is your target audience – who do you want to attend?

What is the message? What do you want people to take away?

What would success look like? Know what you'll be measuring before you begin.



## Before the event

People: Who else is involved? Who needs to know what? Who do you need to delegate tasks to? Visit the venue and make contact. **COMMUNICATIONS AND MARKETING TEAM**

Resources: Do you need to book rooms, equipment, arrange for catering or prepare printed materials? Have you sent purchase orders to suppliers?

Time: Does everyone know the timescales are you working to? Include milestones in communications and social media plans.

Administration: Do you need to send out invitations or instructions, arrange travel, issue handouts or send emails? Remember to do a risk assessment.

Information: Do you need to read or prepare material or presentations for others? Who needs to sign off invitation text, press release, biographies, delegate pack information.

## Promoting the event – internal support

Members of the Faculty and Central Communications and Marketing Teams are available to help and advise:

- Karen O'Rourke: [Humsnews@manchester.ac.uk](mailto:Humsnews@manchester.ac.uk) – *Humanities eNews, HumNet*. Karen will forward to the most appropriate UoM channel on your behalf.
- Senior Social Media Coordinator: [tom.mason@manchester.ac.uk](mailto:tom.mason@manchester.ac.uk)
- Media Relations Officer: [joe.paxton@manchester.ac.uk](mailto:joe.paxton@manchester.ac.uk)
- StaffNet: <http://www.staffnet.manchester.ac.uk/news/submitnews/>

Campus groups: Alumni, Public Engagement, Policy@Manchester, Social Responsibility.  
Cultural Assets: Manchester Museum, Whitworth Art Gallery, Martin Harris Centre for Music and Drama, John Rylands Library, Contact Theatre, Jodrell Bank and Ahmed Iqbal Ullah Race Relations Resource Centre.

## On the day

Arrange to have a short meeting with speakers as they arrive.

Running order: Make sure that you know where everyone should be throughout the day – this includes event manager, speakers, Chair, facilitators, note takers, UoM staff, students, venue staff, suppliers, AV technicians, registration desk and delegates.

- Tailor a running order for each group and give them a copy the day of the event. Including the caterers. See [HumNet for example of an event schedule](#).

When things go wrong: Contingencies, back-up plans and possible solutions.

## Evaluation

Gather promotion and marketing information at time of registration (or set up tick boxes on Eventbrite):

Promotion and marketing

- o Where did you find out about the event?
- o Are you a student or staff member at UOM? (a suitable visitor profile question)
- o Why did you choose to register today?
- o Would you like to join our mailing list?

Team members could talk to delegates during breaks and lunch, asking one question each and noting the answers

- Did the format of the event allow you to ask sufficient questions?
- Have you made any new contacts today?
- Would you come to a similar event in future?

## Possible evaluation categories

### Knowledge and understanding (impact, values)

- o What have you learned as a result of attending this session?
- o Has your understanding and level of knowledge improved as a result of attending?
- o Have your perceptions/attitudes changed as a result of attending this session?

### Logistics and resources

- o Did you find the venue suitable for the event?
- o Did the format of the event allow you to ask sufficient questions/network?
- o Is there anything that we should do differently at future events?

### Actions and behaviours

- o Would you attend future events?
- o Have you made any new contacts as a result of this event?

## Staying in control - trust the people around you

Work with the person Chairing the event.

Remember to delegate responsibility to staff.

Empower staff to take initiative.

Remain calm - everyone will follow your lead.

Refer to your checklists, programme and running order for what comes next.

Take time to create content for post-event communications (eg photos, video clips etc.)

## After the event

Evaluation: Headcount, and attendee type - academic, policy, business, public etc.  
Note media mentions, social media engagement, newsletter sign up, publication requests, website visits.

Did attendees take away the right message? Key stakeholders satisfied?

Reputation: Saying thank you.

Follow up activities: Add names to events database, mailing list; Follows, links, business cards, invitations to connect and fulfil all requests for more information?

Debriefing meeting with staff – fill in manual, file all useful information in a shared area, keep evaluation notes for future events and reference.