

University Event Plan

Below is a helpful marketing pack to help organise and support your event, including a week by week action guide.

<p>Organising your event</p>	<p>Locate a contact in the physics and/or engineering department. This person should support your event promotion and help with room booking etc</p> <p>Choose a suitable date. Make sure this doesn't clash with assignment deadlines, exams or other student events</p> <p>Appoint a student ambassador. They can help you promote the event around campus and within your target audiences lectures</p> <p>Book speakers. Students find it easy to relate to an NQT or NQT +1 because they have recently gone through teacher training and life as a teacher</p>
<p>Suggested Structure</p>	<ul style="list-style-type: none"> • Why teach? Outline what being a teacher involves, including the benefits and rewards of teaching. • Routes into teaching Details about the various training routes, the funding available, how to apply, and getting classroom experience. Explain the different routes, and then focus more specifically on your course. • Life as a teacher Invite a local teacher – preferably a fairly newly qualified teacher to share their experiences and enthusiasm. • Questions Don't forget to allow plenty of time for questions. Students are usually very keen to ask the teacher questions about their time in the classroom so far.
<p>Promoting your event</p>	<p>Posters. We've designed some posters that you may like to use to promote your event. You can download the posters below, and add your event details (i.e. date, time and place). Your ambassador should be able to put them up around the busy areas on campus. You may also wish to do some other promotion yourself, perhaps within your department.</p> <p>IOP Materials It's also worth contacting us to see how else we can help. We can supply you with goodie bags to give out to participants at the end of the event. Ours include a copy of our Love Physics guide to training as a physics teacher, information on our School Experience Programme, details about IOP Teacher Training Scholarships, and a guide to teaching for engineers. Alternatively, you can download the resources to email to your attendees.</p> <p>Advertise your event on our calendar. If you are holding a physics teacher training recruitment event, we can add your event to our training provider calendar.</p> <p>Social Media. Use your university social media channels, and those of the partnering universities, to promote an event link.</p> <p>Invite Students. Liaise with your department contact to invite students to the event.</p> <p>Reminder email. If attendees have pre-registered, you can send a reminder email to ensure they attend.</p> <p>Download an A4 poster Download an A3 poster</p>
<p>Tips for ambassadors</p>	<ul style="list-style-type: none"> • Organise for the head of department(s) to send an email to all relevant students about the event to remind them it is on. • Display posters on noticeboards within the physics and/or engineering departments, ensuring the main thoroughfare areas are covered. • Leave postcards in lecture rooms, coffee shops, libraries and computer rooms and distribute in lectures. • Set up a Facebook event. • Organise with lecturers to do a 'shout out' before or after a lecture. • Ask the university's physics and engineering society to promote the event to its members. • Ask lecturers and tutors to encourage students to attend and remind them. • Engage the careers department to promote the event through any channel they have available. • Utilise university and departmental website, intranet, newsletters social media and events calendars.
<p>Follow up</p>	<p>Ask attendees to complete a registration form to allow you to send them the PowerPoint presentation from the day and further information about your course. Names and email addresses should be enough, but by all means ask them for other info if you want. It could also be beneficial to send out a brief survey to the attendees to find out what they found most valuable and how you could improve the event for next time.</p>

CAMPUS EVENT - WEEK BY WEEK PLANNER

	WEEK 1	WEEK 2	WEEK 3	WEEK 4	FOLLOW UP	CHECKLIST
YOUR ACTIONS	Contact Physics/ Engineering Department	Promote the ambassador opportunity	Edit posters with event details	Confirm final arrangements with teacher & department	Email attendees PowerPoint presentation	<ul style="list-style-type: none"> - Book room - Book catering - Speakers confirmed? - Ambassador appointed? - Promotion - Utilising social media - Prepare presentation - Email speakers a schedule including room details and contact number - Email ambassador a schedule - Follow up
	Set a date and time Book a room	Shortlist & appoint ambassador	Brief Ambassador to begin promoting	Prepare literature & registration forms	Send a brief survey for feedback	
	Book Refreshments	Inform Phys/ Eng dept of ambassador appointment	Prepare presentations	Event day	Send attendee details to IOP for future contact	
	Find a past trainee to speak					
PHYS / ENG DEPT SUPPORT	Set a suitable date & book room	Email event details to all Phys/Eng students	Send reminder to physics/eng students day before event			
	Advertise Ambassador role to students					
AMBASSADORS ACTIONS		Respond to advertisement	Liaise with lecturers and begin doing shout-outs	Continue with lecture shout-outs	Evaluate effectiveness of promotions & report back	
		Shortlisted and offered position	Distribute posters and leaflets	Continue to distribute posters and postcards		
		Plan your promotions	Ask lecturers and tutors to recommend the event	Post a reminder on Facebook		
		Create Facebook event	Utilise uni/ dept website/ intranet/ newsletters	Update event organiser on your activities		
			Ask Careers Dept to promote when possible	Event day - assist with setting and packing up		
			Post on Facebook			