

# Event Planning



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# Event Planning

All events should be ran online in line with government guidelines until further notice. This training section will give you some guidance on how to run online events successfully and safely. Please note this guidance is for running events meetings and events online with other King's students. You should not be running activities online with Under 18s. Once this is able to resume we will give you further guidance. This course will cover the following:

01 Online Safety

02 Tools & Facilities

03 Online Platforms

04 Top Tips

05 External Speakers

06 Event Promotion

# Digital Events

This academic year, online events will play an even bigger role. We are looking forward to see what you, as student leaders come up with to bring students together online, to be part of our community. Online events can be a great way to meet and engage with people, but when running activities online you will need to make sure to follow additional safeguarding measures to make sure that you and your activity participants are staying safe online. Safety and inclusivity are just as important as when running in person events.



# Online Safety

There are some simple but very important steps to ensure that your activity is safe in the virtual environment:

Talk to participants about online safety at the beginning of the session

If using messaging functions on video calls/live streaming explain the different ways that they can interact in the comments

Remind them not to share any personal information

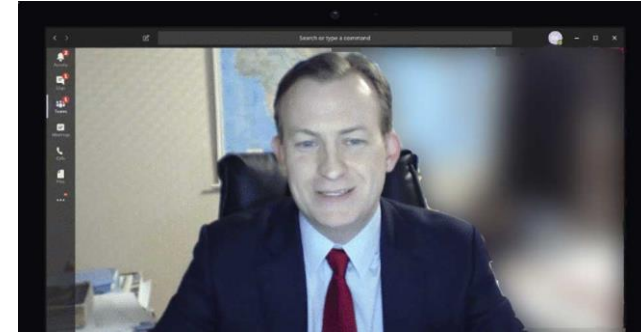
Make sure that the participants know who to speak to if they see or hear something inappropriate

Do not record online meetings without the permission on your participants.

If you can utilise waiting rooms/ensure that your sessions are locked to only those participating so that members of the public cannot access enter the calls

# Safeguarding

When using video calls for online activity it is also important to consider the following safeguarding measures:

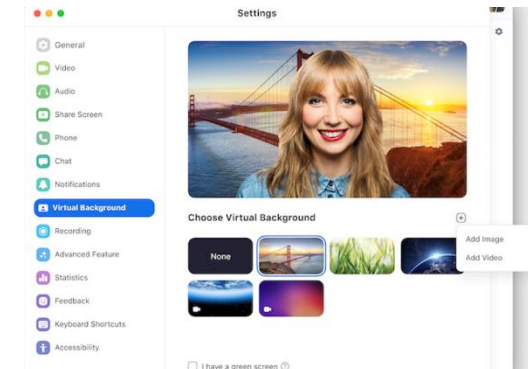


- Where are you when having the call? What might be in the background of your image – is it appropriate?
- Think about utilising the blur function and be careful of who may be coming in to your background while on the call

## Reporting concerns

If there are concerns relating to safeguarding please ensure you report these:

- Raise your concern with KCLSU's Incident Management inbox ([imt@kclsu.org](mailto:imt@kclsu.org))
- Make a full written record of any incident or disclosure using the incident report form, making sure that you date and sign the form.
- Report it as soon as possible and don't be worried about reporting concerns



# Tools and facilities

You'll need a few things to get started:

- A laptop or computer with a webcam and mic/speaker
- A decent and consistent wifi connection (always good to do a tech test before!)
- Quiet environment while running your event
- A host or co hosts
- A good idea of the agenda and how you will run your event



# Online Platforms

When deciding to move your content online there are lots of different tools that you can use to facilitate it. They all have different benefits and features so think about what would be best for the different types of activities/content that you are looking to deliver.

Some considerations to think about before choosing your platform:

- What is the main aim of the event? Is it to inform, discuss, educate or have fun? Some of the social media platforms such as Facebook and Instagram for instance are slightly more informal and more suited to one way communication such as broadcast events.
- How many people do I want to be able to join the event?
- Do I want attendees to be able to ask questions?
- Do I want attendees to be able to interact with each other?
- Where will my attendees be? Will they be in different time zones for instance? You may need to think about the timing of your event so that as many people as possible can attend.



# Online Platforms



## Microsoft Teams:

You can see all the features of Microsoft Teams on their website. All King's students will be familiar with this as they will be using it for events and communications as part of their learning.

**Good for:** Interactive sessions, live-stream, screensharing, in-meeting chat and video chat. Has a live captioning function which automatically produces subtitles in real time.

You can now see up to 49 people in the call and it can host up to 250 at any one time. This Autumn a break out feature will also be added, similar to in Zoom.

**Bad for:** Only able to message everyone on the call through the chat function.



## Zoom:

**Good for:** Interactive sessions, live-stream (also via Facebook), in-meeting chat, video chat and multiple conference rooms. Easy to access on mobile devices. Features allow private messaging amongst participants and live captioning to produce subtitles in real time.

You can host up to 100 participants and unlimited meetings, but the meetings only last for 40 minutes on a free account.

**Bad for:** There have been concerns about privacy breaches in Zoom, although they have addressed most of the issues. No comment control. You also need to download the app to access Zoom.



# Online Platforms



## Google Hangouts:

You can see all the features of Google Hangouts on their [website](#).

Good for: Group messaging, screensharing, video chat, interactive sessions and you can join without having Google account. You can have up to 100 people on a hangout.

Bad for: Not great for large group chats, requires good internet connection, no file sharing function.



## Facebook Live:

You can see all the features of Facebook on their website.

Good for: Live streaming video, can engage a larger audience through group's social media channels. It tends to be used for more informal events.

The videos are then saved on the account for people to watch again at a later date

Bad for: Interactions would be public, not good for face to face interactions



## Instagram Live

You can find out more about the features on their website. Like Facebook, it is again good for engaging a larger audience and is often used for more informal events.

The videos are then saved on the account for people to watch again at a later date.  
Bad for: Interactions are public. When you save the video to your camera roll this does not save likes or comments. Not good for face to face interactions.



Skype: Skype for Business will be phased out by the summer of 2021 so we advise on not using this platform.

# Attendify App

Attendify is an events app that KCLSU used for its Welcome Fair app in 2019, and for 2020 we will be using it again with some new and advanced features, for our digital welcome fair.

The digital fair will take place on the 24th, 25th and 26th of September on Microsoft Teams.

We will be in touch over the summer about your role within the digital fair. You can see more about the app [here](#).

We are also looking at options where Attendify can be used for hosted events and break out sessions, after the fair and once we know more, will be able to update you on what you can do using this option.



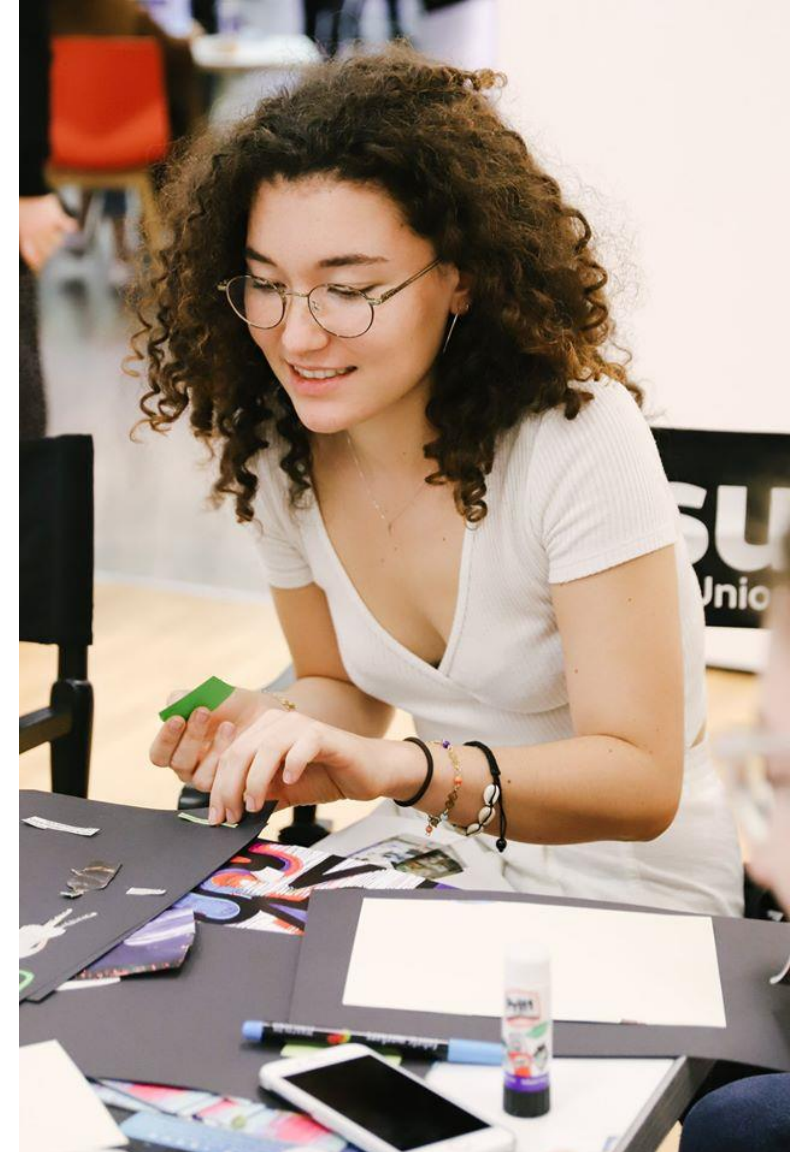


# Managing Teams

Any event takes a concerted team effort to handle all the logistics. Consider identifying one key Event Manager and forming subcommittees, such as:

- Online Platform
- Speakers
- Activities
- Marketing and Promotion
- Funding;
- Sponsorship;

Assigning individual roles to team members creates a system of accountability and allows you to delegate tasks.



# External Speakers

- If you are looking to book an external speaker for your online event, the same process and rules apply as for in-person events.
- Please read through the information [here](#) and fill out the external speakers request form.



## Event Promotion

To get your event listed on the KCLSU website, please fill out the events promotion form [here](#).

If you have any issues with your form, please email [marketing@kclsu.org](mailto:marketing@kclsu.org) and one of the marketing team assistants will come back to help you.

Your event listing shouldn't include a link to the online event itself, if it is a private event.

If you want to add your event to screens around campus, you can do so by filling out this [form](#).

# Funding Opportunities: Development Fund

- **Window 1:** Core & New Initiatives and Welcome funding
  - 28<sup>th</sup> of July at midday - 14<sup>th</sup> of August at midday
- **Window 2:** Core & New Initiatives, One World funding
  - 21st September at midday - 12th October at midday
- **Window 3:** Core & New Initiatives, Student Volunteering Week funding
  - 21st December at midday - 18th January at midday
- **Window 4:** Core & New Initiatives funding for STUDENT ACTIVITY GROUPS ONLY
  - 29th March at midday - 19th April at midday



*Take note of these key dates in your calendar or yearly planner*

# Funding Opportunities: Other grants

## KCLSU Widening Participation (WP) Fund

The WP Fund (up to £500) is open to all King's students wanting to create and develop student led outreach projects in the community. You can apply online in Term 1: 14th of October - 4th of November.

## Liberation History Month Fund

The Liberation History Month Fund is open to support groups to run an event, campaign or project. Liberation History Months are ran throughout the year to celebrate strides made in the struggle for liberation. As a KCLSU Student Activity Group, you can apply for a grant of up to a maximum of £150.

## King's Community Fund

Thanks to King's Alumni, your group can apply for funds to help turn ideas into projects that'll improve the community. You can bid for between £750 and £10,000 for each project.



*Take note of these key dates in your calendar or yearly planner*



Congrats! You completed this course!



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