

Society Events Training 2024-25

12th August

*Please take a minute to type your name, society
and exec role in the chat box. This helps us to track
attendance.*



1

The Team

Emma Sainty

Student Activities Manager

Lydia Watson

Societies Coordinator

Student Staff

Ashleigh Belson

Societies Assistant

Societies Assistant

Ian Lau

VP Student Experience

To get hold of any of us, please email susocs@essex.ac.uk or come down to the Societies office (5.01) during working hours.

Our working hours are typically 9am – 5pm Monday – Friday

We are in the office over the summer.



2

What is this training about ?

This training will familiarise you with the various options and processes involved in booking and putting on events. By the end, we aim for you to feel confident in throwing a successful event.

Slides will be sent out after the training.

Agenda

- Inviting external speakers
- Booking rooms
- Events on campus grounds
- Booking SU venues
- Food and drink at events
- Borrowing items
- Promoting your events
- Ticketing and card machines
- Funding your events
- Examples of events
- Q&A

3

Societies Toolkit



Societies Toolkit

Your go-to page for training, forms and much more

SOCIETIES TOOLKIT

On essexstudent.com, you have access to our Societies Toolkit.

This toolkit has lots of useful resources and forms which will help you put on successful events.



Scan here to visit the societies toolkit



SU SOCIETIES

4

External Speakers at events

- Societies can invite external speakers to their events, so long as you let us know in advance and fill out an external speaker submission form.
- External Speaker requests can be made here: [Event Toolkit \(essexstudent.com\)](https://essexstudent.com)
- Please ensure you have put your room booking request in **before** you submit the external speaker form.
- You must give us at least 15 working days' notice when you request an external speaker



5

External Speakers at events

- Training : complete the Moodle module
- The speaker notification and risk review process : include all information about the speaker, their organisation and the topic of their speech and think about risks including:
 - whether you or others have concerns about whether the speaker or others involved in the event might contravene University policy or the law
 - is the speaker in the speaker a celebrity, an MP or in the public eye
 - is the event likely to draw a protest?
- Your external speaker notification might be referred to the University



6

Booking a room on campus

Societies may request to book a room on campus, by completing this form [Clubs and societies room booking form - Forms - University of Essex](#)

You can book rooms for next term from 3rd September.

We ask that an **exec member** completes the form with at least **5 working days' notice** of your event. This is to give our team and the Room Bookings team enough time to process the request. If it is submitted with less notice, we cannot guarantee it will be processed and approved on time.

Rooms are allocated on a first come, first served basis and may not always be available. During exams or graduation, many rooms are already booked out.

Rooms on campus can only be booked from **6pm - 11pm** during the week. On weekends, rooms can be booked from 9am – 11pm.



7

Booking a room on campus

Some rooms are not typically booked out to societies, such as the Ivor Crewe. If you wish to book this space for an event, please let us know with as much notice as possible.

If you wish to book the Ivor Crewe, we will ask that you come in for a planning meeting with us before the room gets booked. This is because the Room Bookings team require more information to book it, and this can take a while.

If you wish to book a space which is owned by a department, you will need to get permission from the department before you put in your room booking form.



8

Booking the Atrium



Societies may also request to book the Atrium using this form: [The Atrium Booking Form \(typeform.com\)](https://www.typeform.com)

The Atrium is usually used for SU events, so we cannot guarantee that it will be available on the date you request.

We advise that you put in your request with a lot of notice, as this is a popular venue for society socials/events and it gets booked up quickly.

Leave the room as you found it!



9

Booking an event on campus grounds

- How to book to use the BBQ area
- How to book a table on Square 3
- Booking for a more complex outdoor event.
- How to do a protest/demonstration



10

How to book to use the BBQ

- Societies may book to use the BBQ area by the lakes.
- To do this, one of the exec must complete this form [BBQ-Booking-form.docx \(live.com\)](#)
- Once complete, it must be sent to helpdesk@essex.ac.uk with at least 3 working days' notice. The Estates team approve BBQ bookings. [ems-](#)
- There are two available booking times from 25 May – 30 September: 12.00-5.00pm or 6.00-10.00pm
- There is one available booking time from 01 October – 24 May: 12.00-5.00pm
- If you wish to book the tables by the lakes for your event, but not use the BBQ, you still use this form.



11

How to book a table on square 3



- Societies can book to have a table on square 3 by an exec filling in this form [SU Table Booking Form Current \(typeform.com\)](#)
- Tables on square 3 are great for things like fundraisers, bake sales, or raising awareness of your society or upcoming events.
- Tables can be booked any weekday except Thursdays, as this is Market day.
- The stall must be booked and run by exec members of the society.
- Once your table booking has been approved, you may report to SU reception on the day of your stall to get your table.



12

Booking for a more complex outdoor events

- If you are doing something outside on campus (especially if it involves music, electricity, food & drink or just something a bit more out of the ordinary), then you will need to fill in an Event Permission form. We advise you speak to us first to help you plan it.
- The Event Permission form is found on the toolkit page: [Societies Toolkit \(essexstudent.com\)](https://www.essexstudent.com/societies-toolkit)
- Once this form has been filled in by the exec, you must send it to susocs@essex.ac.uk to be approved and we will also seek approval from the Estates team.
- This process can take some time, and the Estates team ask that we send them any Event Permission Forms with 3 weeks' notice.



13

Protests/demonstrations

- 1) Share your plans/ideas with the Societies Department who can run you through the process
- 2) To have read and understood the responsibilities as an organiser of a protest as per the [Protest and Demonstration Management Protocol](#)
- 3) Complete the [Protest and Demonstration Notification Form](#) (submit to susocs@essex.ac.uk 5 working days prior to the date of the activity)
- 4) Protest and Demonstration Operational Group will review the forms and resolve any queries.

You will also need to complete an additional risk assessment for this type of event, we can help guide you on this and the associated risks to mitigate.



14

Booking SU venues

- SU bar takeovers
- Top Bar bookings
- Sub Zero/In Between



15

Society Takeovers: SU Bar & Top Bar

How to take over your student venues (FOR FREE)

TOP BAR

SU BAR



16

How can we help you create the event of your dreams?

Just tell us!

- Do you want a DJ?
- Do you want to create your own playlist?
- Do you want to rename the cocktails for your society?
- Do you want different cocktails?
- Do you want decoration?

What did we do last year?

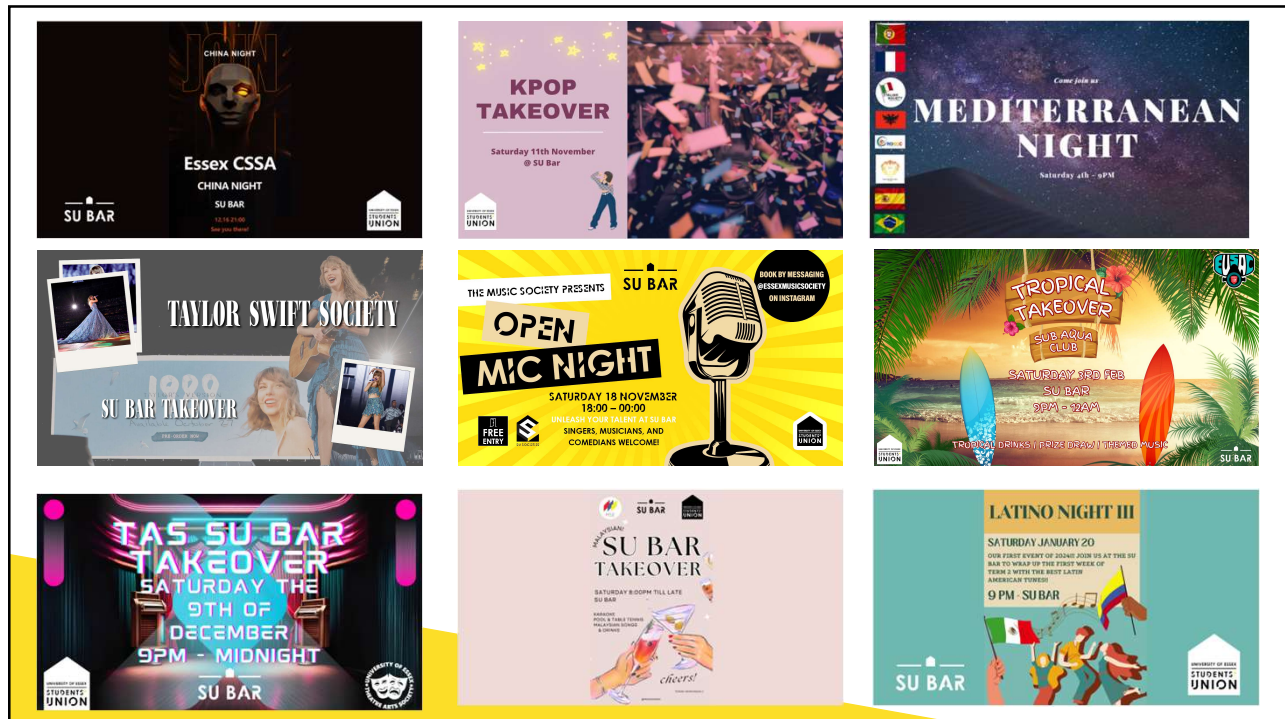
- We've found a DJ for the night (£200 cost to the society)
- We've decorated the venue
- Renamed the cocktails to Taylor Swift songs
- Ordered in specific alcohols we don't usually stock
- Moved cocktails from Top Bar down to the SU Bar
- Put karaoke on for the night



TOP BAR

SU BAR

17



18

How do I Book?

What will we want from you?

- Once you've filled in the typeform we'll be in touch to confirm your date
- We'll request artwork from you and an event description
- On the day of your event, head to the bar and ask for the manager on duty and we'll get your event going for you!



Scan the QR code
and fill in the type
form!



TOP BAR

SU BAR

19

In Between and Sub Zero



subzero@essex.ac.uk

jm23562@essex.ac.uk



20

Lakeside Theatre

Societies can request to book Lakeside Theatre. This is a good venue if you are putting on a show or a talent showcase etc, something for a large audience that requires a stage or tech support.

To enquire about availability and get a quote, please follow this link and fill out the venue hire enquiry form [Venue hire enquiries | Lakeside Theatre](#)

There are costs attached to booking this venue, as it will require front of house staffing and technical staffing.



21

Events off campus



You may wish to host events that are not on campus, such as visiting other universities, attending conferences or competitions or visiting external venues.

If you want any support in planning this, let us know. We can support in various ways:

- Helping you to book group train tickets
- Helping you to arrange coaches
- Helping you claim back mileage expenses
- Helping you to book accommodation
- Setting up online tickets, even if the event is off campus



22

Food and drink at events

Food:

- If you wish to have homemade food at your event, you will need to have at least a Level 2 Food Hygiene Certificate and provide a copy of this to us before you hold your event. Follow this link to register your interest in completing this course <https://essexsu.typeform.com/to/GudabCmg> Once completed, we will send you an access code to complete the course (one food hygiene certificate free for every society).
- All homemade and shop bought food items **must** be labelled with their ingredients, any possible allergens and if they are vegetarian, vegan or gluten free items (Natasha's Law.)
- You must provide us with a risk assessment/general risk assessment which includes food related risks and mitigations.



23

Food and drink at events

Food:

If you wish to bring an external caterer to your event, we require certain documentation from the company before they can come on campus to serve food:

1. Copy of the Food Hygiene Certificate
2. Copy of their Public Liability Insurance (at least £5million)
3. Copy of their own risk assessment

Once you obtain these documents, you must send them to our team to review. Leave yourself enough time to get these documents and have them checked by us.



24

Food and drink at events

Drink:

- Alcoholic drinks are not permitted in any of the rooms on campus. If you are found to have consumed alcohol in the rooms, you will be in breach of the Room Bookings agreement and may not be allowed to book rooms in future.
- Alcohol can be consumed in the SU Bar and Top Bar, however these are licensed venues and so you are not permitted to bring in your own alcohol, you must purchase it from these venues.
- Alcohol purchased in one of our licensed venues cannot be brought to another room on campus.
- You are permitted to have soft drinks at your events.



25

Borrowing items for events

There may be equipment that we can lend you to support your events:

- Hot water urns so you can serve hot drinks
- Paints and brushes
- Board games
- Battery tea lights (no real candles allowed)

Email susocs@essex.ac.uk to request to borrow something



26

Showing film and TV at events

The rooms on campus are not licensed for showing films and TV shows. If you wish to show something, we have to ensure you are covered by a license.

Dos	Don'ts
<ul style="list-style-type: none"> •Tell us what film you wish to watch and we can get you a quote for a single title license. This must be shown using a <u>physical copy</u> of the film. Licenses start at about £87. •You can show films/shows that are available for free on YouTube. •You can show films/shows that are available for free on All4 – these must be watched on catchup. •You can show films/shows that are available for free on ITVX – these must be watched on catchup. • 	<ul style="list-style-type: none"> •You cannot show films/shows on streaming subscription services such as Netflix or Amazon Prime. This breaches their terms and conditions. •You cannot show films/shows on BBC iPlayer, as we are not covered to do so by a TV license.



27

Promoting your events

One of the most effective ways of promoting your event is to add it to What's On page of the SU website.



- You need to add the following information:
 - Name
 - Dates
 - Short description
 - Location
 - Always tick society event/sport - ignore all other options
 - Image
 - Event description
- For tickets, please email susocs



28

Event images

- 2000px wide x 500px tall
- Best practice is to make sure the most important part of your image is centered
- Event information doesn't need to be in the image as it is displayed underneath the image on all views

Desktop

Mobile

Featured

29

how to add events

Subscribe Basket

Marketing Team (change)

ADMIN TOOLS

Go to home page

Edit Details

Website pages

News

Events

Messages

Members

Groups

Signups

Surveys

Polls

Sales Reports

Resources

30

31

32

how to add events

[Back to event list](#)

Event name *

Date and time *

 →

Show on all days

If checked, the event will be included on lists and calendars for each day it's running. Applies to multi-day events only. By default the event will only be included once, on the first day of the event.

Repeat Event

Repeat for

Tagline / short description

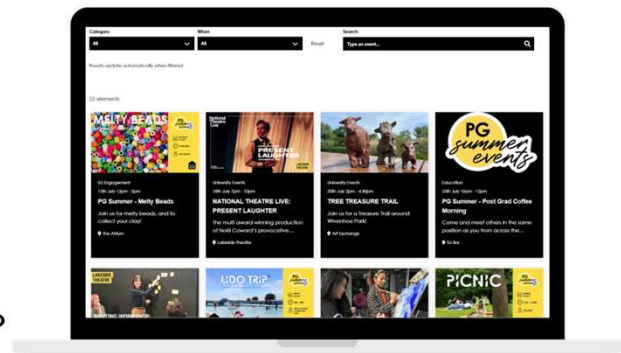
0/250

Location

33

WHY ADD TO THE WEBSITE?

- **What's On page is always in top 5 viewed pages**
- **Best platform for getting seen by the most students**
- **Staff browse this page to find events to help promote**



34

How we can help promote your events

- Email susocs@essex.ac.uk to request that we promote it as a story on the Societies Instagram. Please include an image or any information you want us to include.
- Marketing run the general essexsu Instagram, you can tag @essexsu in your stories that promote events and Marketing may repost your story.
- To be featured on the essexsu Instagram or on the digital screens, email your request to susocs@essex.ac.uk with at least 1 months' notice. We will pass this onto the Marketing team who will provide support dependent on relevancy and staff capacity.

35

Trigger warnings

- You may wish to debate or discuss important topics at events that could be distressing or upsetting for people. In this scenario, we advise you include trigger warnings.
- Trigger warnings can be included in your What's On event description and they can also be given at the start of the event.
- We would encourage the welfare officer to attend these types of events and be available if people need signposting to additional support on campus.
- We have also put together a support slide that we can share with you to display at the start or end of your event (see next slide)



36

If you have been affected by anything discussed during this event, the following support is available:

The Student Wellbeing and Inclusivity Service (SWIS)

- Wellbeing@essex.ac.uk
- 01206 873133

SU Advice

- SUAdvice@essex.ac.uk
- 01206 863211

If out of hours service is required:

Student Wellbeing Support Line: A 24-hour phone line for University of Essex students, provided by Validium. The number is 0800 970 5020 (outside UK: +44 141 271 7168)

Student Space is an online mental health support service provided by Student Minds, available every day, 4-11pm (or 24 hour support via text message).
www.studentspace.org.uk



37

Ticketing your events

- The Societies team can create tickets that can be added to your event online and purchased by students. The income from ticket sales goes straight into your society account at the end of each month.
- We can add requirements on tickets, for example if it is a members only event, we can set a ticket requirement so only members can buy them.
- To request tickets to be added to your event, please fill in this form [Society Ticket Request Current \(typeform.com\)](https://www.typeform.com/Society-Ticket-Request-Current)
- Be mindful that 20% VAT will be taken off any ticket income, which is handled by our Finance team.
- Do not use third-party sites to sell tickets (e.g. Eventbrite). They will very likely take a cut and you will be liable for ensuring you follow VAT laws yourselves.



38

Card machines

- If you wish to charge a ticket on the door, or if you are selling items at your event, you can request to book a card machine.
- We have different card machines for if you are raising money for your society and for when you are fundraising for an external charity.
- Card machines are popular and will be booked on a first come, first served basis.
- [Card-Machine-Hire-form-new.docx \(live.com\)](#) Fill in the form and send it to susocs@essex.ac.uk with 1 weeks' notice to book a card machine.



39

Funding your events

- Before you plan an event, make sure you have an estimated cost and that the President and Treasurer are in agreement that there are sufficient funds available and the money can be used for this purpose.
- If you are relying on selling tickets to cover the event costs, make sure to gauge interest from your members before you start making purchases – you may sell fewer tickets than you anticipate.
- You cannot use expected income to buy things, wait until you have sold sufficient tickets in order to make your purchase, or claim back this cost.
- All web sales are processed at the end of each month – for example any money made from tickets at an event on the 6th October wouldn't be processed and accessible to view in your account until the start of November.



40

Collaborations

- We strongly encourage you to collaborate with other societies. It is a nice way to do events you may not have considered doing before, meet new people, reach new audiences and share resources/funding to put on a bigger event
- Especially if you are a departmental society, you can also reach out to your department to see if they will collaborate on an event with you. Again, it is a good way to get their expertise and departments can often help with promoting events or supporting with some funding (such as supplying snacks)



41

Examples



JAMNESTY

Music society & Amnesty International collaborated to provide a night of live performances to fundraise for Amnesty International, raising £450.



UKRAINIAN SOCIETY

Commemorated 2 years since the invasion of Ukraine by organising a series of talks from external speakers to discuss the War in Ukraine from a human rights lens.



HEART OF GOLD MARKET

Women in STEM society collaborated with 7 other societies during volunteering week to fundraise for CARA



42

SU Mixer Opportunities

Mixer	Date	Time	Location
Middle Eastern	Tues 1st Oct	17:00-19:00	The Atrium
South Asian	Tues 1st Oct	18:00-20:00	The In Between
European	Weds 2nd Oct	19:00-21:00	The Atrium
International	Thurs 3rd Oct	18:00-20:00	Ivor Crewe
North American	Fri 4th Oct	17:00-19:00	The Atrium
African	Tues 8th Oct	17:00-19:00	The Atrium
Central Asia	Weds 9th Oct	18:00-20:00	In Between
Latin American	Fri 11th Oct	17:00-19:00	The Atrium

We would love your input into any of the relevant mixers that are happening over welcome fortnight. Please get in touch with suengagement@essex.ac.uk if you would like to support any of the mixer events in person, and/or input ideas for playlists, snacks or activities to do at the mixers.

The mixers are a great opportunity to meet potential members, or go along and meet new people yourselves.



43

Q&A

We now have time for some questions.

If your question is very specific to your society, please email us or come see us in **5.01**.

These slides will be sent out after the meeting



44

Thank you!

