



2019 PLANNING GUIDE

WORLDWIDE ALUMNI CELEBRATION



UNIVERSITY OF
KING'S
COLLEGE • HALIFAX

173 Years of Doing Great Things!

In 1789 France exploded into Revolution, George Washington was elected first president of the United States, Fletcher Christian led the infamous Mutiny on H.M.S. Bounty, William Wilberforce began his crusade in the British House of Commons to abolish the slave trade, and Bishop Charles Inglis founded King's College.

In 1846 the British Crown, which had supported the college with a yearly sum of 1000 pounds, withdrew their funding. It fell to a group of alumni to organize and cover their alma mater's shortfall. This is the origin of our Alumni Association, the oldest in Canada.

What does 173 look like? We've discovered that it looks like entrepreneurs, musicians and writers, doctors, lawyers, politicians, business and technology experts, academics, and committed community members. One hundred and seventy ranges across continents and areas of expertise, eleven thousand members scattered across 60 countries. But in the end, it celebrates alumni who have the courage to explore, engage, and challenge themselves to lead lives of creativity, leadership, and purpose.

What is the Worldwide Alumni Celebration (WAC)?

The WAC is a day that exemplifies the values of the University of King's College, showcasing diverse, eclectic, and talented alumni. WAC creates an opportunity to come together as one global community. Our hope is that the experience will encourage alumni to play an active part in their alumni community and help grow this tradition.

The WAC will consist of individual events, all taking place on October 17, 2019, around the globe. The events will be organized by King's alumni volunteers and can consist of anything of interest to alumni in that region. Ideas include a coffee morning, cocktail hour, lecture, pub night trivia, BBQ, fun run, volunteer activity, or whatever you can think of!

Each host city will be responsible for managing their local event and are encouraged to have their event be self-supporting and operate on a break-even basis. Successful alumni events come in all types and sizes. We suggest you start out small. Plan a pub night or an alumni mixer so that members can get to know each other in an intimate environment and you don't need to do a great deal of planning or take on financial risk.

The purpose of this document is to help you plan and prepare for your WAC event and to outline the support available to you, including our microsite dedicated to this event. Despite the diverse geographies involved, we hope that each event shares a common identity and our alumni feel connected with each other and the King's community.

Why is the WAC important?

The Worldwide Alumni Celebration will be a highlight of the year, helping us to build our alumni network and demonstrate King's global impact. It will allow us to bring more alumni together than at any other time of the year, providing them with an opportunity to reconnect with each other and the college.

The WAC is an ideal opportunity to update and educate alumni about what is happening at King's and how they can get involved. The WAC also provides new alumni with a fantastic introduction to a worldwide alumni network. Ultimately, these events will help us raise the profile of the University of King's College around the world as they are shared through social media.

Our goal is to connect you, our alumni, with the King's community, so that you continue to benefit from it no matter where you are or what you are doing. As King's prepares for WAC, we hope to make alumni aware of the benefits of staying involved and to build momentum for future WAC events.

What will I have to do for the WAC?

The WAC events are organized and led by volunteers. Here are a few steps to get you started:

- Establish a volunteer committee to help organize your event, if necessary;
- decide on an event format and venue location;
- the objective is to plan and deliver events on a cost-recovery basis;
- submit your details to the Advancement Office;
- if possible, plan and promote your event to alumni in your area through social media channels.

The Advancement Office can assist you to find other King's alumni in your area. There is no standard event format. Your group has its own particular personality and will remember and celebrate the years you spent at King's in your own unique way. As you plan your event you will likely have some questions or need additional information. We can assist with emailing invitations to alumni in your area. We are here to support you with your plans and provide feedback or expertise as requested.

EVENT PROMOTION

1. **Microsite** The URL for the website is: <http://ukingswac.ca/>

We have created a WAC microsite to assist in promoting your WAC events. The site will allow us to promote individual events, connect to social media platforms and publish photographs and content from events. The microsite enables us to have a dedicated individual event page for each event/city.

The microsite is accessible to all alumni, so they can find out about and register for the WAC events in their area quickly and easily. All promotional material will direct alumni to visit the site and everyone will be encouraged to register in advance for their local event. The microsite includes:

Homepage - with a map showcasing where the WAC events are taking place.

Event pages - with contact information and details of events for each individual city hosting an event.

Organizers' Section - with information for alumni interested in organizing a WAC event.

Uploading your event content

To ensure the site is as comprehensive and useful as possible for our alumni we would like to have as many WAC events listed as possible as early as possible.

Please submit the following information regarding your event online: <https://ukingswac.ca/#main> or email details to Kathy Miller at kathy.miller@ukings.ca :

- Organizer's name
- Organizer 's email
- Organizer's telephone number
- Event city
- Event date
- Event start and finish time
- Venue name
- Venue address
- Event description
 - Give your event a title
 - Write a short, pithy message to describe your event
 - You can add a longer description with details like an itinerary or special instructions
- Confirmation message (will be sent to attendees when they register)

A few things to keep in mind when submitting your event information:

- All information submitted needs to be approved by our website administrator, so there will be a short delay between submitting event information and updates and this being published;
- All guests who have registered will be listed on the event page, although there is an option to remain anonymous should alumni wish to do so;
- The Alumni Relations team will be able to share a spreadsheet summary of all guests registered for each event, enabling organizers to send updates and reminders to the group if they wish;
- Please let us know if your event has a maximum capacity, booking deadline, dress code or if there is any other information that needs to be shared with the attendees. This information can be added to your event page.

2. Event Sign Up

Creating a Facebook event will help to spread the word about your WAC event, but we need to make sure users sign up for the event on the WAC site as well. The latest event details will be on this site, as well as the 'Look Who's Coming' list.

Facebook users might have the tendency to click 'attend' on Facebook and leave it at that, so **please add the following text to your event description on Facebook:**

PLEASE SIGN UP ON THE WAC SITE

If you've clicked attend on this Facebook event, you need to also let us know you're coming by signing up on the official event page: <http://ukingswac.ca/> so you don't miss out on important event details. Our 'Look Who's Coming' list will be updated weekly from RSVPs received on the WAC site.

3. Social Media and Sharing

For all the events we're using **#ukingswac** on Twitter, Instagram and Facebook. Add the hashtag to your posts, tweets, and photos so that other alumni can connect with you.

- Use it when spreading the word about your event, or to express King's alumni pride, now and right through the event;
- We want a big blast of tweets and photos the day of the WAC. Make sure you use the hashtag to share with everyone;
- We'll be sharing the best photos from Instagram on <http://ukingswac.ca/>. Get your photo on the site by using **#ukingswac**;
- Feel free to add your own hashtags as well.

Browse the latest from **#ukingswac** by clicking the social media icons in the footer on the WAC site.

PLANNING TIPS

Designing your own event gives you the opportunity to be as creative and imaginative as you like. Organize a pub night, wine and cheese networking reception, dinner or wine tasting event. You might gather a group together to attend a seminar, theatre night or a museum tour. Or Invite other alumni to a picnic, barbecue, or a group outing to local attractions (science centres, museums, etc.).

Once you have your vision, planning is the next step. There is no standard event format. The WAC events are volunteer-driven so the first step is establishing a volunteer committee to help organize the event if needed.

The Advancement Office can assist with:

- providing event-planning advice and communication support;
- creating and sending an e-invitation;
- sending an e-mail reminder one to two weeks prior to your event;
- posting the event through King's WAC microsite
- collecting RSVP's for the event and providing a list of attendees.

Closer to your event, we will send a '**Party Pak**' to all our event organizers containing materials to distribute at the event. This will include a bit of swag for attendees, blank name badges, photo board and information on sharing your event on social media.

Tell us how it went

Remember to give the Advancement Office an update following your event, including names of those who attended, updated contact info and any videos or photos. We'd love to share your experiences with others. These will be the records that give your event its place in the history of King's celebrations.

PLANNING TIMELINE AND CHECKLIST

May / June (4-5 months until the WAC)

- Begin planning for your event if you haven't already done so; consult with other alumni as to preferred locations, themes, event format etc.
- Decide on event format, is this going to be a speaker event, dinner, private tour of a gallery or something more unusual?
- Check venue availability and book accordingly.

July / August (2-3 months until the WAC)

- Finalize details of event locations, event format etc.
- Submit event details online (see list of required info) by **August 15th** so the content can be uploaded to the WAC microsite.
- Finalize event start and finish times.

September (6 weeks until the WAC)

- The Advancement Office will send out invitations to all alumni with email addresses in your area
- Promote your event by creating a Facebook page with links to the WAC microsite. The microsite can also connect with other social media platforms such as Facebook, Twitter, and Instagram
- If there are any updates to the format, timings or any other details of the event please send the information to the Advancement Office for posting on the microsite.
- Send the Advancement Office the address you would like your WAC 'Party Pak' sent to (if different from your preferred address) by September 1.

October 1-12 (1-2 weeks until the WAC)

- Advancement Office will send a follow-up reminder invitation to alumni in your region.
- The volunteer packs will arrive approximately 2 weeks prior to your event.

October 14-17 (1-6 days until the WAC)

- If you wish, you can send an email with any final event details to those who have signed up. The Advancement Office can provide email addresses.
- Make sure you and your co-organizers are aware of everybody's role on the day. If you have organized the event alone make sure there is someone briefed in case you are unexpectedly unable to take part.

PLANNING TIMELINE AND CHECKLIST CON'T

October 17th (on the day)

- Arrive early at the venue to be on hand to greet King's alumni
- Ensure photos are taken of the event.
- Tweet or post updates on the microsite event page.
- Have a great celebration!

October 19-November 2 (1-2 weeks following the event)

- Upload photographs and video content to the microsite and submit text summarizing the highlights of the event to kathy.miller@ukings.ca
- This information will be used to update your event page following the event.
- We will be in touch with a feedback form, so please let us know how helpful our support was and if you have ideas to improve the WAC for next year.
- Send the final list of attendees to kathy.miller@ukings.ca This will enable us to send specific WAC communications in the future to alumni who attended the WAC and also to better support your event next year.
- If you wish, send a follow-up email to attendees thanking them for attending and if relevant include details of any subsequent events planned.
- Encourage attendees to upload any photographs or video clips they may have taken.