EVENTS 101

RUNNING EVENTS WITH YOUR STUDENTS' UNION

Kingston Students' Union

CONTENTS

Kingston Students' Union

OVERVIEW: WHO ARE YOUR STUDENTS' UNION?

Led by students, we're here to help you get the best from your university experience. Think of us as your voice, your community and your support network during your time at Kingston Uni.

As a member, you can:

- Join a diverse range of sports clubs and societies
- Get support and advice for any challenges you face
- Elect brilliant student officers to lead and represent your views
- Be part of our biggest and best Freshers' Week yet
- Take part in campaigns, initiatives and exciting activities

GET IN TOUCH.

PHONE NO. 0208 417 9000

STUDENTSUNION@KINGSTON.AC.UK **GENERAL**

WEBSITE HTTPS://KINGSTONSTUDENTS.NET

SPORTSCLUBS@KINGSTON.AC.UK **SPORTS**

SOCIETIES SOCIETIES@KINGSTON.AC.UK

MAIN BUILDING, PENRHYN ROAD CAMPUS, KT1 2EE **OUR OFFICE**

WHY RUN EVENTS?

COMMUNITY BUILDING

Events are a fantastic way for students to find and build community at University, particularly at the beginning of term. It is a great way for student groups to grow membership, and for incoming students to find others that share their interests or skills.

FUNDRAISING

Whether you're looking to raise funds for your own student group or supporting a charity/organisation, events can be a fantastic way of giving back to your community, and giving your members a brilliant experience.

AWARENESS RAISING

Not every event you run may be for profit and you might consider running events to raise awareness for a cause close to you. Events can be a great way of bringing attention to an important cause, or giving a platform to a guest speaker, such as an NGO representative.

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WHO IS YOUR TARGET AUDIENCE?

WHO IS ATTENDING?

You might consider whether your event is:

Members-Only: Only those registered to the society can attend. You should aim to run at least 3 events a month for your members!

General Admission: Open to the general public, not just for KU students. This is great for showcases and fundraisers but you'll need to log all attendee names & contact details.

Students-Only: Open to the wider student population, great for growing membership.

WHO IS YOUR TARGET AUDIENCE?

Accessibility & Inclusivity

Making your event accessible and inclusive to Kingston students should be at the forefront of all event planning. This should also be advertised to your attendees before the event starts. Here are a few things to consider:

Venue

- ☐ Does your venue have step-free access/access to a lift?
- ☐ Have accessible parking/transport options
- ☐ Have accessible and gender-neutral toilets
- ☐ Have changing facilities for those who may be attending with young children
- ☐ Have loud music
- ☐ Will be low-lit or contain flashing lights
- ☐ Will be on uneven ground (e.g. grass)
- ☐ Will be outdoors & not under cover

Catering

- ☐ Caters to religious/cultural dietary restrictions (eg. Halal, Kosher, Vegan)
- ☐ Food service times in line with fasting schedules (eg. Ramadan, Lent)
- ☐ Food is prepared safety and allergy information is accounted for (e.g. gluten free, nut allergies).
- ☐ Food is clearly labelled and attendees are informed of any potential allergens

Promotion

- ☐ Have you included alternative text (alt text) in your social media captions?
- ☐ Are any promotional videos captioned?
- ☐ Is your event clearly labelled with key information? (Venue, timings, price)
- ☐ Offers contact details for attendees to get in touch re. any questions and concerns

KSU Kingston Students' Union

HOW DO YOU REACH YOUR TARGET AUDIENCE?

01 **Freshers' Fair!** Sign yourself up for a Freshers' Fair stall to help build membership and promote events you have coming up face to face. You can also create a mailing list for students to sign up for updates from you.

02 **Social Media Presence!** Promote your events through social media channels, and stories. Don't forget to tag @kingstonsocieties to have any promotional content shared by your SU.

03 **KSU Website!** Upload your event to the Students' Union Website, where it will be displayed under the 'What's On' page.

04 **Print posters** to be stamped (by the SU) and put up around University campuses, or share your graphics with us to go on our digiscreens. Please note: you will need to cover your own printing costs
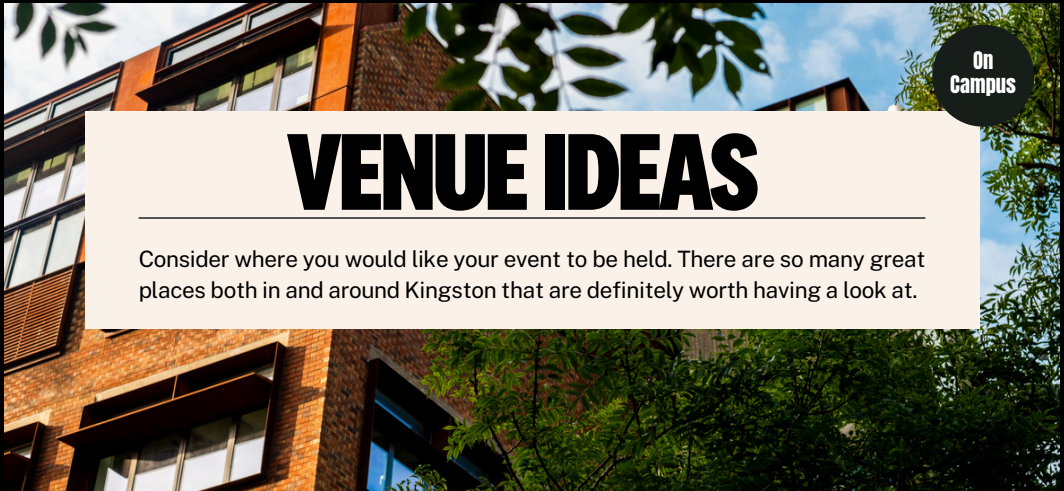
05 **Contact faculty/lecturers** and ask them to share out to students, lots are very happy to help!

Kingston Students' Union

Venues in Kingston Town

Tolworth Sports Ground

On Campus

VENUE IDEAS

Consider where you would like your event to be held. There are so many great places both in and around Kingston that are definitely worth having a look at.

Local Hotels & Clubs

Central LDN Venues

Quiz & Games Nights

Open Mic Nights

Charity Sports Matches

EVENT IDEAS

Stuck on what kind of events you'd like to run? Here are some ideas to get you started!

Themed Bar Crawls

Museum/ Gallery Trips

LET'S TALK CASH

The 75% Rule

It's important that you don't lose any money running your event, as the Union can't allow your student group to go into debt. We encourage you to use the 75% rule when planning an event - your budget should break even (cover all costs) at 75% of the capacity.

For example, if you're running an event for 100 people, you shouldn't lose money if you only sell 75% of tickets. The remaining 25% will then be profit.
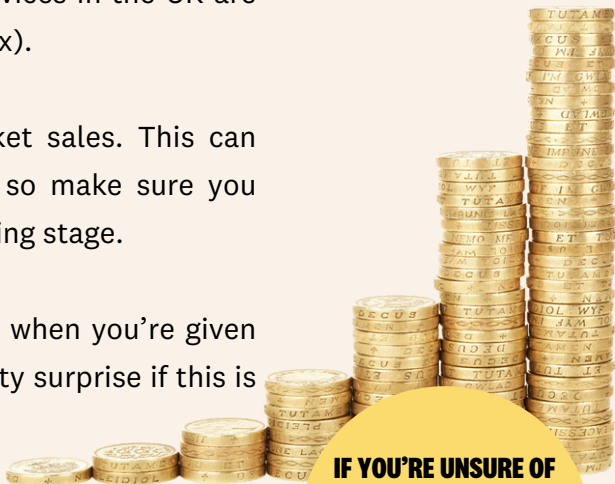
LET'S TALK CASH: VAT

VAT

Don't forget that goods and services in the UK are subject to VAT (Value Added Tax).

This includes income from ticket sales. This can drastically affect your budget, so make sure you keep this mind during the planning stage.

Always check if this is included when you're given quotes, as it may come as a nasty surprise if this is added on afterwards!

IF YOU'RE UNSURE OF WHETHER SOMETHING HAS VAT, BE SURE TO RESEARCH FIRST!

The standard rate for VAT in the UK is 20% but you will need to check for each item.
This includes décor, catering and equipment!

When putting up tickets for your event, be sure to factor in 20% VAT. This may mean adding on 20% to the price of your ticket to cover yourselves from the amount of tax that will be reduced from your overall income.

IMPORTANT: Membership prices are also taxed so add 20% to the amount

GROSS = This is the number before tax has been deducted

NET = This is the final number you are left with after tax has been deducted.

WAY TO REMEMBER: 'Nothing but Net'

BUDGET EXAMPLE

Here is an example of a budget for a society games night.
Your society has **£100** in it's account to spend on this event.

	Cost
Quiz Prizes	£30
Food & Snacks	£50
Decor	£15
Printing of Quiz Answer Sheets	£5
Total	£100

Cost of event to run	Ticket Price	Number of Tickets to sell (75% Capacity)	Number of Tickets to sell (100% Capacity)	Income - Expenditure = Total Profit/Loss
£100	£1	100	125	
Total Profit		£100	£125	+ £25

HOW TO PUT YOUR EVENTS UP ON THE WEBSITE

Search... 🔍 ⚙ ✏ 🛒⁰

📅 **Events**
Create and manage events

01 Log in to your admin site on the KSU website. Click the pen symbol in the top right corner. Select 'Events' on the admin tools page and select 'add new event'.

02 Add your event title, description, timings, location and dates. Try to be as detailed as possible about what people should expect at the event. If you'll be adding tickets, be clear about what the ticket includes and if students are required to bring anything eg. 18+ ID.

03 Add your event image (208 x 220 px). Try not to out too much text on this as it becomes hard to read. Try to put your student group logo on all event thumbnails.

04 Set the time and dates you would like your event to go live on the website and how long you would like it up there for.

05 Press 'Save Event(s)' and check the KSU website to make sure it has gone live.

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TICKETING

It's time to start selling tickets - what are the next steps?

Tickets can be sold ONLY:

- In person, using our bookable card readers
- Through the Union website

External sites such as Eventbrite charge ticketing fees (which are either absorbed by yourselves and removed from ticket revenue sum at the end or passed on as an additional cost to ticket buyer). We discourage you from using these sites for this reason, and to ensure that ticket income comes directly into your society account without the need to transfer yourselves.

Ticket money must be paid in to the Union before you pay out for anything.

HOW DO YOU REACH YOUR TARGET AUDIENCE?
Advertising & Design

Don't do this...   **Do this...**

LOGOS

Avoid using over-stylized fonts on your promotion as it can be difficult to read. Opt for clear, bold and simple text.

Ensure your logo is a high-quality image and try not to stretch it.

COLOURS & FONTS

Choose high contrast colours and avoid layering two light colours or two dark colours over one another as it becomes difficult to read

Avoid using over-stylized fonts on your promotion as it can be difficult to read. Opt for clear, bold and simple text

PHOTOS & IMAGERY

Avoid skewing and stretching photos when adding them to your promotional content. Save your photos as PNG or JPG for high quality.

Choose photographs that are reflective of your event

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RISK ASSESSMENTS

Not only are risk assessments incredibly important for ensuring your event is safe and compliant, but it is also a legal requirement so it's completion is non-negotiable. It also ensures all of your members and attendees are covered by the SU Insurance Policy.

A useful place to start is doing a walk through of your event from set up to packing down and write each element as a hazard (e.g. risk of injury from setting up equipment, cables as a trip hazard, dealing with attendees, packing down in busy spaces etc). Your risk assessment form can be found the 'Committee Hub' section of KSU website.

	SEVERITY		
	1 (Low)	**2 (Medium)**	**3 (High)**
3 (High)	3	6	9
2 (Medium)	2	4	6
1 (Low)	1	2	3

LIKELIHOOD

RISK ASSESSMENT EXAMPLE

Hazards identified	Who might be harmed?	Measures in Place	Likelihood	Severity	Risk Rating (LxS)
Fire	All	Fire extinguishers are available in all KU buildings. Fire exits are clearly signposted and event organisers are aware of nearest fire evacuation points. Event organisers are aware to call campus security in an emergency.	1	5	5
Slips, trips and falls	All	Identify appropriate access points avoiding public thoroughfares where possible. Tape down any cables and move and objects from paths.	3	1	3
Overcrowdi ng	All	Monitor flow of attendance in busy areas. Event is ticketed event to limit attendance and the potential for overcrowding.	2	3	6

ROOMS & RESOURCES

BOOKING A ROOM

You cannot use a room on campus without the appropriate room booking. It is best to give **two weeks' notice** when booking spaces as they can quickly become unavailable whether that is because another society wants it or a lecturer books it.

BOOKING REQUEST FORM

You must complete a booking request form (found in the Committee Hub) in order for the SU to book a room on your behalf.
 This is subject to approval by both the Students' Union and University. You will be informed of your booking status via email.

BOOKING RESOURCES

You must complete a Society Equipment Loan request form (found in the Committee Hub) in order for the SU to book you equipment. This includes card readers, speakers and microphones.
For one-off events, KUSCO can move the furniture but need **two weeks notice**.

Please note: To book KU rooms outside of 9am-9pm, please contact societies@kingston.ac.uk as the building will need to be unlocked by campus security

ROOMS & RESOURCES: THE RULES AND REGS

BOOKING ROOMS IS A PRIVILEGE

We currently have a really good relationship with timetabling, and the rooms you book are University property. If you're moving furniture, put it back! Keep noise levels to a minimum, and don't eat or drinks in the rooms. If you're found to be disrespecting the space, your society will be put on a ban from booking and we might not be able to book these as an SU in future. **Don't be the ones to ruin it for everyone else.**

NO-SHOWS

Rooms and resources are a well-sought after at the University. If you are unable to attend the booking, or no longer need the room/resource, please let us know ASAP. This is so the space or equipment can be redistributed to other societies or University staff who are wanting to use the space.
If you no-show, rooming will know.

ROOMS & RESOURCES: THE RULES AND REGS

ANY DAMAGED/LOST EQUIPMENT WILL BE REPLACED FROM YOUR STUDENT GROUP BUDGET

BE SMART WHEN BOOKING

Not every room is going to be appropriate for the event you are running. Consider room size and predicted attendee numbers, which will help ensure you don't over/under book. Give yourself plenty of booking time to set up and pack down after your event

LOOK AFTER EQUIPMENT

All equipment you book is property of the Students' Union and must be treated with respect. If anyone is found to be misusing or breaking equipment, your society can be put on a ban from booking. The University requires any external electrical equipment to be PAT tested when used in University spaces.

GUEST SPEAKERS

Your event may include the attendance of a guest speaker. This may include any of the following types of individuals, but also means the attendance of **anyone who is not a current Kingston University student or staff member.**

You will need to fill out a Guest Speaker Request form (found in the Committee Hub) prior to your event for approval, before your event can go ahead.

This process is important to ensure your event is run safely, and that we have sufficient provisions in place to support high-profile or 'controversial' speakers. You also must provide this information to ensure that we have attendance records in the instance of an accident or incident.

EXTERNAL EVENT HOSTS

AUTHORS

POLITICAL/RELIGIOUS SPEAKERS

Society Guest Speaker Request Form

Student details *

Full Name

K Number

Your society *

Title of the event *

Date of the event *

DD-MM-YYYY

Date

Start time *

HH : MM   PM

Hour Minutes

Finish time *

HH : MM   PM

Hour Minutes

Venue *

Please make sure to have booked this in advance

Name of guest speaker

First Name

Last Name

Provide the background of the speaker *

Who are they? What do they do? What will they speak about?

Email address of the guest *

Social media of the guest (if they have one)

i.e. Linkedin, Instagram, Facebook, Twitter/X, Threads, etc

Has there been any other controversy around the speaker in the past, which could lead to potential issues arising? If yes, please provide context. *

Has this guest spoken at the university previously? If yes, please state when. *

On what platforms will the event be advertised? *

i.e. Linkedin, Instagram, Facebook, Twitter/X, Threads, Email, WhatsApp, etc

Will the event be open to the wider public or will it only be available to staff/students? *

○ Yes
○ No
○ Other

Does this event pose a possible threat of disruption to campus and if so why? *

i.e. Is the topic risque? Is the topic one that is hotly debated? Is the speaker known for having unapologetic opinions? etc

Will the event be broadcast live or streamed? If *

i.e. Is the topic risque? Is the topic one that is hotly debated? Is the speaker known for having unapologetic opinions? etc

APPLICATION FORM MUST BE SUBMITTED 3 WEEKS BEFORE EVENT!

STAGE 1: EVENT PLANNING

- ✓ DECIDED WHO YOU ARE RUNNING THE EVENT FOR & WHAT THE PURPOSE IS
- ✓ CONSIDERED WHAT RESOURCES/FUNDING YOU HAVE & WHAT YOU WILL BE NEEDING
- ✓ MADE A BUDGET OF HOW MUCH YOU ARE EXPECTING TO SPEND AND HOW YOU WILL COVER COSTS (IF YOU ARE LOOKING TO MAKE A PROFIT)
- ✓ SOURCED A VENUE/ BOOKED A ROOM FOR YOUR EVENT AND BOOKED ANY NECESSARY EQUIPMENT
- ✓ COMPLETED ALL NECESSARY RISK ASSESSMENT AND EXTERNAL SPEAKER FORMS

STAGE 2: EVENT PROMOTION

- ✓ UPLOADED THE EVENT TO THE KSU WEBSITE
- ✓ CREATED POSTERS AND SOCIAL MEDIA CONTENT TO PROMOTE YOUR EVENT
- ✓ CONTACTED THE UNION AND FACULTY TO HELP SHARE YOUR POSTS
- ✓ GOT UP TO 20 POSTERS PRINTED AND STAMPED BY THE SU OFFICE, THAT CAN BE PUT ON NOTICE BOARDS AROUND THE UNIVERSITY CAMPUS
- ✓ CONTACTED OTHER SOCIETIES TO ASK IF THEY WOULD SHARE ANY POSTERS FOR YOU

STAGE 3: EVENT SET-UP

- ✓ WRITTEN A TIMELINE FOR WHAT WILL HAPPEN ON THE EVENT DAY (ARRIVAL, SET-UP, DOORS OPEN, END OF EVENT, PACKDOWN).
- ✓ DELEGATED ON-THE-DAY ROLES TO SOCIETY MEMBERS, YOU WILL NEED MORE THAN ONE PERSON!
- ✓ GIVEN YOURSELF PLENTY OF TIME FOR SET UP, FOR SMALLER EVENTS AT LEAST 45 MINUTES AND FOR LARGER EVENTS 2-3 HOURS MINIMUM

OVERVIEW

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