1. A NOTE FROM THE ALUMNI TEAM

You may be considering volunteering your time to Goldsmiths by taking part in Around the World in 7 Days – or you may have already decided that you want to take part. Either way, this handbook gives you an outline of what to expect if you are able and willing to give back to Goldsmiths.

If after reviewing the handbook, you decide you want to participate, the next step is to sign up: www.surveymonkey.co.uk/r/ATWHandbook.

By volunteering for Around the World, you play a vital part in helping us provide a collective experience to hundreds of alumni in the UK and beyond, and reminding them that they are part of the Goldsmiths community. We hope you will have a lot of fun in the process.

We also hope that you find this handbook and the accompanying toolkit helpful, but remember we are only a call or an email away.

We look forward to working with you!

Mary, Sarah K, Jess, Sarah E, Megan and Minh

2. OVERVIEW

What is it?
Around the World in 7 Days is our signature event series, organised by and for Goldsmiths alumni. During a single action-packed week every May, alumni meet up in their local area to celebrate their time at Goldsmiths, forge new friendships and reconnect with us – no matter where they are in the world.

We encourage Around the World volunteers to be resourceful and creative about what type of gathering would work best for local alumni. This could be a talk, exhibition, informal meet-up, dinner party or any other type of activity that you think would work well for alumni in your area.

Who can take part?
Events in the series are open to all alumni to organise and host. It doesn’t matter if you’ve volunteered with us before or not. As long as you have the enthusiasm and dedication to take part, we will give you everything you need to organise a fun event where you live.
If we receive multiple expressions of interest in one city, we will put you in touch with each other to ensure your event has a great turnout.

**When and where is it?**
This year, the series kicks off in multiple cities around the globe on Monday, 20 May 2019 and is set to be even bigger than last time.

Your event should ideally be located somewhere alumni in your region can easily get to and held at a suitable time, depending on the day your event happens.

**Why do we do this?**
Alumni are important to Goldsmiths. It doesn’t matter how long ago you were here, we remain as proud of you today as we did when you finished studying with us. Whether you are still close to campus or further afield, we want you to feel connected to us and each other.

Around the World is our way of encouraging alumni to be an active member of the Goldsmiths community, enabling you as former students to draw on the strengths of your connections and friendships, old and new.

### 3. HOW WE WILL SUPPORT YOU

**A point of contact**
Volunteers will have a dedicated contact within the Alumni Team who will be available to answer any questions and do everything they can to help you in the run up to your event. You can also join a group on Goldsmiths Connect so you can get in touch with other volunteers to swap ideas and advice.

**Logistical support**
Our digital toolkit (see section 6 of this handbook) will help you to plan, deliver and promote your event. We can also let you know how many alumni you can expect to attend in your location and answer queries your guests have outside of your event. If you are struggling to find a venue or are experiencing any other difficulties, we can lend a hand.

**Promotion**
The series will be launched in the alumni newsletter with multiple emails promoting all events taking place during the week of Around the World. Each event will be added to the official Goldsmiths calendar and alumni events page. In order to get the best results in promoting your event, it is important to keep us in the loop about event registrations.

### 4. KEY DATES

<table>
<thead>
<tr>
<th>Who is responsible</th>
<th>Task</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>You</td>
<td>Confirm interest in participating by submitting the survey</td>
<td>12 February 2019</td>
</tr>
<tr>
<td>Goldsmiths</td>
<td>Send event proposal form and any further instructions to you</td>
<td>15 February 2019</td>
</tr>
<tr>
<td>You</td>
<td>Return event proposal form confirming venue details to Alumni Team</td>
<td>15 March 2019</td>
</tr>
<tr>
<td>You</td>
<td>Set up Eventbrite page and provide Alumni Team with admin access</td>
<td>22 March 2019</td>
</tr>
<tr>
<td>Goldsmiths</td>
<td>Series is officially launched in the alumni newsletter</td>
<td>4 April 2019</td>
</tr>
<tr>
<td>Goldsmiths</td>
<td>Send first email invite</td>
<td>22 April 2019</td>
</tr>
<tr>
<td>Goldsmiths</td>
<td>Send reminder email</td>
<td>10 May 2019</td>
</tr>
<tr>
<td>Goldsmiths</td>
<td>Send last chance to book email</td>
<td>17 May 2019</td>
</tr>
<tr>
<td>You</td>
<td>Advise Alumni Team of any specific joining instructions</td>
<td>4 days before your event</td>
</tr>
<tr>
<td>Goldsmiths</td>
<td>Send look forward to seeing you email with joining instructions</td>
<td>2 days before your event</td>
</tr>
<tr>
<td>You</td>
<td>Return guest list data to Alumni Team</td>
<td>29 May 2019</td>
</tr>
<tr>
<td>Goldsmiths</td>
<td>Send thank you and feedback email to all event attendees</td>
<td>29 May 2019</td>
</tr>
<tr>
<td>You</td>
<td>Complete volunteering feedback form</td>
<td>29 May 2019</td>
</tr>
</tbody>
</table>
5. PLANNING YOUR EVENT

We recommend keeping your event informal and simple, and we’ve put together a guide to get you started. The following steps cover: event type, cost, location, venue, promoting your event and regional support.

Before you start, you will need to decide:

Event type
What type of activity are you planning? Most alumni will organise small informal meet-ups over drinks or dinner, but you can do something different and still keep things simple: a wine-tasting, a gallery visit, a private tour or even hearing from a guest speaker. The style of event you host is entirely up to you, but it should appeal to a broad range of alumni.

Your audience
How many alumni do you expect to attend? The Alumni Team can advise on expected numbers and give you a sense of the demographics, including what they studied, year they left Goldsmiths and if available, the industry they work in and age bracket.

Date and time
The events all need to happen in the week commencing Monday, 20 May 2019.

We suggest you find out about what is happening locally and use this information to choose the best day for your event – work around other local events, cultural or religious days, school holidays, etc. Some of your guests may be travelling from further afield and if it is a week night, you will need to think about when people can arrive from work.

Venue
The easiest option is to book a free space at a bar or restaurant. Remember to have a plan for wet weather if outside, and also think about accessibility for all of your guests. Lastly, make sure you are not liable for any additional costs from the venue, e.g. if your event overruns. If you are required to sign anything, we’d be happy to look it over in advance.

Please note that Goldsmiths will not be responsible for any costs or expenses incurred.

Costs
The events are self-financing although charging a ticket price can provide some budget and help you know who is coming. We recommend that you keep costs down (and make sure guests know what is paid for and what isn’t or you may end up out of pocket!). Goldsmiths will not be able to contribute towards event costs, including catering and/or venue costs.

Other alumni volunteers
We encourage you to work with other volunteers and/or Alumni Ambassadors (if applicable) in your region to put on joint events. You can stay in touch with each other over email or via your Goldsmiths Connect discussion group.

6. DIGITAL TOOLKIT & EVENT RESOURCES

Here’s a preview of our downloadable digital toolkit, which you will receive once you register interest:

In addition, below are things you might find useful to source locally and bring with you on the day:

- Pens, tape, blu-tack
- Table cloths for the registration table
- Balloons
- Photograph props
7. ON THE DAY

Pre-event

• Make sure you and your co-organisers are aware of everybody’s role on the day and that you have each other’s contact details
• Check your email for any last minute attendee sign-ups or questions (you’d be surprised how often this happens!)
• Check you have everything from your digital toolkit along with any other resources you are using at your event

On the day

• Arrive early at the venue to check the layout and that any signage used is clearly displayed
• If using AV equipment, laptops or other devices, test before your event
• Make guests feel welcome – if someone is standing alone, make an effort to engage them in conversation
• Please ensure all guests sign in so we know they attended the event
• Try to tweet during your event and encourage others to tweet also
• We would love for everyone to film a short video – details to follow
• Have a great time!

8. AFTER THE EVENT

We welcome your feedback on all aspects of the series, including any comments you have with regard to how it can be improved in future.

Vital to the continuity of the series is our ability to measure its success. Only by recording who registered, who attended and any positive feedback we (you!) receive, can we ensure that we are able to repeat and grow Around the World every year. Please do keep and return your guest list, as at the very least they will help us to demonstrate success.

We will email all event attendees a survey evaluating each event. Similarly, all volunteers involved will be asked to complete a survey to ensure we give everyone ample opportunity to feedback.

After the series ends we will produce coverage of the events for all our communications channels, including Goldlink Magazine, Goldlink Online (newsletter and blog), official Goldsmiths and Alumni website and our social media channels.

If you are interested in writing a piece for any of these channels, please contact the Alumni Team at alumni@gold.ac.uk.

Since its launch in 2015, Around the World in 7 Days has been going from strength to strength. In opening the series to all alumni to organise, we hope this year will be the biggest yet. We can only do it with you!

Thank you for being a part of Around the World.