



# Events and communications

**ALUMNI ASSOCIATION RESOURCE PACK**

**ADVANCEMENT OFFICE**  
THE UNIVERSITY OF MELBOURNE



## ALUMNI EVENTS

### One of the key roles of Alumni Associations is the organisation and delivery of events for our alumni.

These events may be presented by the Alumni Associations or may be larger, more formal receptions hosted by the University. The University often calls upon its Alumni Association volunteers for advice and assistance in the coordination of such events.

University of Melbourne Advancement (UoMA) can assist Alumni Associations in promoting their flagship events and activities. This service is strictly available at the discretion of UoMA. Please refer to the Communications Support section for more details.

Activities run by Alumni Associations and endorsed by UoMA are covered by the University's Insurance Policy.

Alumni Associations using the University's name should not organise events or activities that might bring the University into disrepute. Legitimate activities or events include anything that enhances the relationship between the University and alumni, the Alumni Association and alumni and strengthens the alumni community as a whole.

## INSURANCE

The University of Melbourne's insurance program is designed to cover any enrolled student or other registered person in the capacity of a member or office bearer of any Alumni Association formed, which function with the consent of and are registered with the University of Melbourne.

The insurance cover applies to official alumni events and activities managed and run by Alumni Associations, provided they fall under the commonly held understanding of what constitutes an alumni event or activity, and is approved by the University, such as social

functions, networking activities or career events. High-risk activities, such as skydiving, mountain climbing and training for or participating in any professional sports, will not be covered by the University's insurance policy.

Accordingly, this insurance cover only applies to those recognised and registered University of Melbourne Alumni Associations that have signed the **Alumni Association Agreement** and have no outstanding breaches.

To ensure your Alumni Association is covered by the University of Melbourne's insurance program, the name of your Alumni Association, a list of all its proposed activities and events, and a current list of committee members need to be submitted to the UoMA Alumni Relations Office via the annual **Activity Schedule**. It is important to advise the University if your name changes, or if you are organising an unusual event.

## COMMUNICATIONS SUPPORT

Alumni Associations are invited to submit articles, invitations and alumni opportunities for consideration for promotion or publication in University alumni communications. UoMA communicates regularly with its extensive alumni community and may provide promotion and support of Alumni Associations and their events.

### THE UOMA OFFICE CAN ALSO OFFER ASSOCIATIONS:

- An Alumni Association presence featuring contact details for the group, relevant website and social media links on the University's Alumni and Giving website: [alumni.unimelb.edu.au/alumni-groups](https://alumni.unimelb.edu.au/alumni-groups)
- Opportunities to suggest stories for the University's annual print publication and monthly digital newsletter, distributed to a global alumni audience. Submissions are subject to editorial approval.

- Provision of a personalised @alumni.unimelb email address used to forward messages to a specific existing email account (for example, malaysia@alumni.unimelb.edu.au).

## SUPPORT FOR EVENTS AND ACTIVITIES:

- Approved event listings on the Alumni and Giving website: [alumni.unimelb.edu.au](http://alumni.unimelb.edu.au)
- Distribution of personalised emails and invitations promoting Alumni Association events to identified communities, according to region or interest group. Alumni Associations are required to notify UoMA at least four weeks prior to the event to discuss the content, timelines and event requirements. UoMA reserves the right not to distribute invitations based on resource availability.
- Targeted posts and shares via University of Melbourne alumni social media channels, including LinkedIn groups, Facebook, Twitter, WeChat and Flickr where relevant.
- Access to faculty newsletters where relevant.

Some Alumni Associations publish a newsletter and maintain their own website and social media pages. UoMA can offer guidance with these activities.

Any use of the University of Melbourne name and/or logo must be negotiated in consultation with UoMA and strictly adhere to the brand guidelines specified in the Alumni Association Agreement.

## WELCOME EVENTS

Co-developed and hosted by the University of Melbourne's Alumni Associations, the Welcome event program is a key recent graduate transition and alumni engagement activity.

Delivered at interstate and international locations between February and May each year, the events are designed to offer alumni returning or relocating to these locations an opportunity to meet their local Alumni Associations and alumni communities.



They also provide an opportunity to showcase to recent graduates the benefits of remaining connected to the University while growing their local networks.

The UoMA Alumni Relations Office provides Alumni Associations with seed funding (by application) to deliver and host these events each year.

## ASSOCIATIONS ARE EXPECTED TO:

- Select the date and time for their event
- Source venue and catering within the budget allocation
- Identify potential alumni speakers in collaboration with the UoMA Alumni Relations Office
- Promote the event through their own social media and communications channels
- Be available on the day to host, network and welcome guests, and speak about their role on the volunteer committee

- Provide a report to the UoMA Alumni Relations Office on key outcomes of the event
- Consider initiatives to encourage members of their alumni community to attend and raise awareness of the event.

### **THE ALUMNI OFFICE WILL ASSIST ASSOCIATIONS TO:**

- Send invitations and communications promoting the events, via email and social media
- Manage registration and RSVP lists
- Provide name tag and registration lists for printing
- Provide merchandise and lucky door prizes
- Provide support to source speakers where necessary
- Provide seed funding to Alumni Associations for event delivery
- Provide suggested speaking notes and alumni messaging to deliver on the day
- Provide screen content where applicable
- Send participant feedback survey and share findings with Alumni Association volunteers.

The Welcome events are a core component of the University of Melbourne's international alumni outreach program and we constantly strive to improve the impact and value of these events for alumni based outside Melbourne with the support of our global Alumni Association volunteers.

More information about Welcome events can be found here: [alumni.unimelb.edu.au/alumni/welcome-program](https://alumni.unimelb.edu.au/alumni/welcome-program)

## **RISK MANAGEMENT**

The University of Melbourne puts people first – and is committed to creating an accessible system that minimises risks of injury or illness for people invited to University events. The University seeks to ensure that activities run by associated entities prioritise the safety of everyone involved, and that all other risks are also considered – and eliminated, mitigated or controlled – including risks concerning reputation, environmental sustainability and local legal and regulatory frameworks.

When planning for events, please consider the safety and wellbeing of guests and ensure you have considered factors such as: venue accessibility, evacuation and emergency procedures, alcohol consumption and underage guests and cultural considerations, security requirements, public safety, theft, risk to the University's brand and reputation, local legal requirements, privacy of guests and suitability of speakers or topics.

## **DATA PRIVACY**

Refer to the **Data and Privacy Guidelines** for information on alumni data and your events.

## **SPEAKERS**

For many Alumni Associations, events that showcase alumni guest speakers are the most popular as they provide real and inspiring stories of fellow graduates and highlight the benefits of a Melbourne education.

Assistance in finding a speaker is one of the key services the UoMA Alumni Relations Office can provide as we have an extensive database of notable alumni, prospective volunteers and stories to share.

## EVENT CHECKLIST

We know that successfully organising and delivering events takes time and energy and often Alumni Association volunteers are not trained event managers. The below checklist is a high-level overview of key steps to consider but is by no means exhaustive. Speak with the UoMA Alumni Relations office for more support and information.

- **Proposal** – Draft an overview of the event plan, goals, timeline, budget and key tasks.
- **Date and time** – Discuss potential dates and times that will work for your local community.
- **Venue** – Research possible venues, obtain quotes, utilise local contacts and select the most suitable venue within budget.
- **Finance** – Submit your UoM grant application and/or discuss other avenues for covering costs. Will you set a ticket price or look for sponsors? Keep a budget document to track your expenses and income.
- **Content** – Are you looking for speakers or is it social? If you are having speakers, ensure someone is available to liaise with them on the night. Decide on the event's topic and make sure you have AV capability for slideshows.
- **Promotion** – Liaise with UoMA Alumni Relations to arrange email invitations, social media, registration lists and share event details on Alumni Association social media channels or member lists.
- **Staffing** – How much support is needed on the ground? How will tasks be allocated and shared? Ensure all volunteers understand their roles and responsibilities and set expectations clearly and fairly.
- **Post-event** – Thank speakers and VIPs, provide attendance lists to UoMA Alumni Relations, circulate a post-event survey if feedback is desired, finalise all expenses and submit a Grant Outcome Report if applicable.

## CONTACT US

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