

# Chapter events

Tips and ideas to make your Chapter events successful

As a Chapter of Engineers Without Borders UK, you have the power to spread our message far and wide, highlighting the importance of globally responsible engineering. It's an opportunity to let your creativity run wild and plan the event of the year. Better yet, plan a whole series of them!

**Every Chapter has its own voice, but collectively we are all sharing the same vision. It is crucial that the events and publicity you produce reflect this shared vision of Engineers Without Borders UK, to achieve the most effective outcome.**

Using these statements across your resources will support you in representing the organisation:

## Vision

Society balances the needs of all people with the needs of our planet.

## Mission

To put global responsibility at the heart of engineering.

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## How to begin?

You know you want to host an event but don't know where to start? Follow these steps below to get started:

**What do you want to achieve?** Considering this will help to decide what kind of event would be appropriate. Take some time to consider this with your committee.

**Who do you want to attend the event?** This will have an impact on your location, timing and logistics. Decide this from the beginning to know how to effectively market your event to those people.

**Where will you hold your event?** If your event is in person you'll need to find a venue. Secure the venue by looking online and asking around. Finding somewhere low cost, or even free!

Things to consider when looking for a venue:

1. Capacity - how many people do you hope to attend your event without the space feeling empty or going over capacity?
2. Appropriateness - is your venue right for your event? e.g. don't have a family event at 9pm in a nightclub.

**When will you host the event?** Take into account the weather, public holidays and enough time to promote your event thoroughly. Even consider the time of the event. Is it straight after work or university, do you need to consider travel time and if so, will you have to provide food. If you're hosting a virtual event, you may need to consider the time zones of participants.

**How will you run your event?** What resources and logistics do you need to consider to make this a success?

**Top Tip** Assigning tasks to team members from the beginning is an effective way to make sure the event will stay on track, as well as making it easy to spot where individuals may need more support.

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## What type of event?

You need to consider what type of event you would like to host. Below are a few ideas to get you started:

**An introductory event** is always a good way to start the year and make sure everyone in your Chapter feels included and gets to know each other. This could be anything from a casual meeting in a pub to a formal meeting.

**Group activities and discussions**, these could range from fun socials, to more relevant activities such as screenings of films which could lead to a discussion. Another way to strike up discussion could be by recommending a podcast for the Chapter to listen to which could then be discussed as a collective. [EWB Bristol created the Engenius podcast](#) with lots of relevant content to mull over. An additional way to drum up conversation could be by recommending a thought piece from our site to promote discussion.

**Networking is crucial.** You already have a collective of people who are either engineering students or interested in the sector, these people will be valuable in the years to come. To expand upon these relationships, you could also invite guest speakers in to talk about their area of expertise or host a panel discussion in person or virtually. You could even consider running this in conjunction with another university Chapter. Read our [Industry Support and Sponsorship resource for tips on how to best reach out to industry experts.](#)

**Socials and fundraising are fundamental to your Chapter.** Balancing intellectual activities with your socials is key to keeping your members engaged. Going to a pub quiz or even holding your own pub quiz is a great way to bond or raise money. [We even have some questions ready for you to use, if you do host your own quiz.](#) Want to get active? Find challenges happening near you at Discover Adventure. For more ideas look on our fundraising page.

**Building your skills** through Chapter events is a great use of resources and time. These can range from workshops on coding, prototype, CV building, to pitching and public speaking. You could invite lecturers or external guests to hold these workshops.

**Social media is crucial to marketing your event.** It is an effective way to communicate about the event, as well as documenting and sharing the event as it happens, by live tweeting, posting on Snapchat or Instagram stories. Consider using appropriate hashtags to post such as #EngineeringChange and remember to add images where possible. Read our Communications and Branding resource for the dos and don'ts when finding images.

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## Top tips for virtual delivery

The following guidance will help you in planning and delivery Chapter activities virtually:

**Pick software that works for you.** There are many software options, with all sorts of functionalities. Narrow down what functionality is needed for your activity to help you decide which to use. Do all your participants need to speak during the session? Do you want to do a poll? Will you need breakout rooms for discussions? What is your budget?

**Using your contacts.** Ask your university of Students' Union if they have software you can use for Chapter activities. Many universities have software subscriptions that are available for students to access.

**Pick a time and duration that works for your audience.** Just like any event, an appropriate time and date are essential to get high engagement. Consider how long your event will be. Studies show 45 minutes to 1.5 hours is the ideal length for an online event.

**Keep it engaging.** Set out from the beginning of the session how you want participants to engage. Encourage audience participation by asking lots of questions. Some people may be nervous to provide their thoughts in front of others without being prompted. Think about creating smaller discussion groups to encourage the audience to share their opinion.

**Preparation is essential.** We recommend practising using the software beforehand to get used to the different functionality. If you're using slides, check how to show these in the software you've chosen. Consider having a co-facilitator that is in charge of the tech so you can focus on delivery!

**On the day:**

1. Ensure any laptops used are fully charged
  2. Have a backup plan for any internet issues.
  3. Make sure you are in a well-lit area and consider what is in the background of your camera shot.
  4. Put your camera at face level (use a stand, or stack of books)
  5. Smile and relax! Evidence suggests that your actions can influence your emotions. So when you smile (even if you don't really feel like it), you can trigger your brain to relax.
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