



# A quick guide to alumni events

**Events play a hugely important part in maintaining a vibrant, active and engaged alumni community. A varied events programme should appeal to a broad range of alumni, helping to strengthen their connection to the School, department, alumni group and fellow alumni.**

A well-developed events programme should provide a number of benefits to alumni, through:

- Meeting new people from a variety of backgrounds
- Expanding their network of contacts
- Learning more about areas which interest them
- Reminiscing about their time at LSE and reflecting upon the impact the School has had on their life or career
- Discovering more about LSE as it is now, and where the School is going in the future
- Understand how they can support LSE and its alumni community.

The Alumni Relations team hosts a variety of events throughout the year, but the most effective way for us to reach large numbers of alumni, and particularly those overseas, is through the hard work of our alumni groups in organising their own volunteer-led events.

## Types of event

### Academic events and lectures

Lectures or panel discussions with key alumni and academics are popular alumni events. Often a lecture precedes or follows a reception or dinner. The Alumni Relations team will contact regional groups when LSE academics are travelling; this is a great opportunity to put on an event and encourage participation by other alumni.

### Professional networking events

As an internationally renowned and respected institute, LSE has a wide-reaching alumni community. Professional networking events are a great way to help our alumni tap into this community in a way that benefits them. Networking events could be formal or informal and can take many formats. The key is ensuring there is a common theme or area of interest, whether this is based on class year, course or sector.

### Cultural events and visits

Some alumni groups arrange group visits to museums, historic houses, galleries or gardens. This is a good way to connect with other alumni in a relaxed setting, while exploring an area of common interest. This could, for example, involve the event lead purchasing group tickets for a visit and guided tour, followed by a group meal at a nearby venue.

### Social gatherings

While all groups should encourage communication and social interaction between members, social events are an important tool in the alumni events programme. These could include informal meet-ups at bars, sporting events, group lunches or dinners, or gatherings around significant dates in the calendar (for example St George's Day or American Independence Day). Alumni groups sometimes arrange regular gatherings at the same location each month, while others may host an event at their home or business.

### Family-oriented events

A family-oriented event, such as a picnic or visit to an attraction, could be an inclusive way to reach particular alumni.

### Recent graduate events

Building a relationship early with recent graduates is vital to ensure a continually growing alumni community. This type of event should help them broaden their career and development options upon graduating, so they realise the benefits of being LSE alumni as they embark on the next stage of their lives. Events could include chances to meet senior alumni working in their area of interest, mentoring clinics, careers advice and peer networking.

### "Pre-departure"/"LSE Welcome" events (or Bon Voyage events)

These events give overseas students who are about to start studying at the School an opportunity to meet each other, and to connect with alumni and current students prior to arriving at LSE. They are a great way to ensure students start their LSE journey in a positive way in addition to raising awareness of the local alumni group and the School's alumni community.



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