

How to Organise a Pub Night

Pub nights are a fantastic way of meeting and informally networking with fellow Birmingham graduates living in your local area.

We are happy to give you advice on planning your pub night, based on our many years of experience in organising alumni events. The Alumni Office can help you with your event in a variety of ways – from offering advice on the type of event and venues, to publicising the event and putting you in touch with your fellow alumni.

Regardless of whether or not you need any assistance with your arrangements please do keep us informed of your plans. We always look forward to receiving news and photographs of alumni events.

Before the Event

Organising a pub night is relatively straightforward, however it does require a bit of time and effort. If possible, it might be beneficial to bring together a small committee to share out the tasks and formulate ideas and suggestions for the event. And remember: we are always here to give you a hand where we can.

How do I go about organising a pub night?

Decide on the format, date, venue and cost.

Format: This may vary from an informal gathering to a speed networking event. Your chosen format will have an impact on the effort and costs involved.

Date: The date and venue for your event should ideally be set about two months ahead to give you enough time to send out invitations and plan any activities. If your event is focussing on a particular demographic (e.g. alumni working in the finance sector) you may need to avoid busy times of the year (e.g. end of the financial year). The day of the week is up to you, however most people are more willing to go out after work on a Thursday or Friday evening.

Venue: Where do your chosen demographic live or work? Is your chosen venue central with good transport links? Will your chosen venue cater for all tastes? Does your chosen format require a reserved area for private use? Most pubs and bars are able to reserve a small area for you free of charge, however if you require a larger area for your exclusive use you may need to meet a minimum spend or pay a deposit.

Cost: Remember to take into account how much the event will cost, both in terms of money and time, and how much attendees will be paying for their drinks and any activities. The more affordable the event, the more likely it is that people will attend.

If you are charging attendees (e.g. in order to pay a deposit or to cover the cost of any activities), we recommend that money be collected in advance to ensure commitment and prevent any misunderstandings. ****Please note the Alumni Office are unable to fund or subsidise alumni events, but we are here to help and offer support and advice whenever you need.****

Alumni Events Team

Tel: + 44 (0) 121 414 8904

Email: alumnievents@contacts.bham.ac.uk

Who would you like to attend?

Decide who you would like to invite to the pub night. Perhaps it is simply everyone living in your local area or maybe you want to tailor your event to alumni working in a specific industry or with a shared interest.

Sending out invitations

We can send emails on your behalf to your chosen audience. We usually send an invitation two months before the event, so you should factor this into your planning.

Due to the Data Protection Act we are unable to give out contact details, but you can send your email text to alumnievents@contacts.birmingham.ac.uk and we will forward it on for you.

Consider the following when writing your invitation email:

- Include date, time and venue for your event. You might also consider including a link to the venue's website or a map to help people find it.
- Don't make the email too formal – alumni respond much better to an informal invitation from a fellow graduate.
- An RSVP date will ensure everyone responds in sufficient time to confirm numbers with your venue.
- Include your email address if you would like responses to come directly to you or we will include a link to our online booking system should you want us to manage RSVPs on your behalf.

Wait for responses

Responses will either come directly to you, in which case we would like to know the names of all those who attend for our records. Please advise the Alumni Office of any new contact details so that we can keep our records as up to date as possible.

If you would prefer for RSVPs to go through our online booking system, we will be in regular contact with updates on how many people are attending. Closer to the event, we will provide you with a list of all attendees including their degree details should you wish to produce an attendance list or name badges.

Promotion

We will promote your pub night on our website www.birmingham.ac.uk/alumni and, space permitting, in our alumni publications. We can also publish details on our Facebook ('University of Birmingham Alumni Office'), Twitter (@birminghamalum) and LinkedIn ('University of Birmingham Alumni and Friends') pages.

Alumni Office presence

Depending on the location and date of your event, it may be that a representative of the Alumni Office is able to join you.

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During the Event – Turn Up and Enjoy Yourself!

You may find it useful to tick everyone off as they arrive so that you know who has attended. Take lots of photos and make sure that everyone is enjoying themselves. It may be useful to find out how many people are interested in making it a regular event. Settle any bills with the pub or bar before leaving.

After the Event

Send a short report and a few photos to us for the website. You might like to send out a thank you email to attendees which could include a link to the alumni website. You might also ask attendees for their feedback on the event and whether they would like to do it again.