



FRESHERS' EVENTS: ORGANISER SUPPORT PACK

1. FRESHERS' EVENTS

NEW NAME FOR 2017

We have changed the name of the event series to 'Cambridge University Freshers' Events' (which can be shortened to 'Freshers' Events'). This replaces the previous series name, 'Welcome to Cambridge Events'. We hope that including the word 'freshers' in the name will make the events more relevant and appealing to incoming students and result in an increase in attendee numbers.

PURPOSE OF FRESHERS' EVENTS

Cambridge University Freshers' Events are hosted by Alumni Groups around the world and enable new students starting in Michaelmas Term the opportunity to meet other starters, hear about life in Cambridge from current and former students and make some friends before they arrive. They also offer Groups an effective way to engage with students.

WHY HOST A FRESHERS' EVENT?

- ▶ They are good fun and easy to organise
- ▶ You will make a direct and considerable difference towards helping new students prepare for university
- ▶ They are a great opportunity for the Group to engage with students and keep in touch with the University
- ▶ You can rally organisational help from other Group members and involve current students to help out on the day
- ▶ You will be supported every step of the way by the University's Alumni Engagement team

NOT SURE WHETHER TO HOST A FRESHERS' EVENT?

Why not contact one of last year's organisers with your questions, or attend one of this year's events for inspiration? You can email us to be put in touch with an organiser, or visit www.cam.ac.uk/freshers in late July/early August for the schedule of events and contact an organiser directly.

TESTIMONIALS FROM LAST YEAR'S ORGANISERS

"We believe that hosting the event is good marketing for attracting the graduates at a later date to our Club." – Don Birch, Oxford and Cambridge Society of Geneva

"It's not much work, very worthwhile for the freshers and very enjoyable for the volunteers." – Janet Myers, Cambridge Society of West Cheshire and North Wales

"Alumni Groups have a responsibility to do this kind of thing." – Will Bland, Cambridge Alumni in Business, Moscow

"It's easy to organise and you are well supported by Development and Alumni Relations." – Harriet Elvin, Cambridge Society (ACT Branch), Canberra

"It is a very well received event by new students, and alumni tend to enjoy the flashback!" – Vasiliki Kouvakis, Hellenic Cambridge Alumni Association, Greece

TESTIMONIALS FROM LAST YEAR'S ATTENDEES

"Helped settle my nerves meeting people before I came, everyone was really friendly." – Birmingham event attendee

"I value the fact that I got to meet other Bulgarian students and ask them questions I couldn't have found an answer to on the website or in a student handbook." – Bulgaria event attendee

"Met quite a few people who gave me helpful advice." – Cyprus event attendee

"Meeting alumnis [sic] gave me interesting future perspectives. I felt welcomed in a big, caring family and reassured by other freshers who are discovering this new world with me. Thank you for everything!" – Geneva event attendee

"It was fun to get to know other local people going to Cambridge and I felt less nervous afterwards as a result." – Kent event attendee

Read more attendee testimonials at www.cam.ac.uk/freshers.

2. SUPPORT AVAILABLE FROM DEVELOPMENT AND ALUMNI RELATIONS

KEY CONTACTS

Your key contacts are Claire Baxter and Jennie Hastie from the University's Alumni Engagement team. Please contact us with questions, concerns and requests for services and resources, by emailing networks@alumni.cam.ac.uk.

SERVICES AND RESOURCES

The services and resources available from the Alumni Engagement team are listed below, with full details provided within this pack, where indicated:

- ▶ General guidance
- ▶ Event registration (see section 3)
- ▶ Event publicity (see below)
- ▶ Online booking system (see below)
- ▶ Help to recruit current student volunteers (see section 4)
- ▶ Information, such as incoming student numbers, (UK events only) contact details for local schools and colleges and @cam email addresses for your attendees (see sections 2, 4 and 6 respectively)
- ▶ Range of template promotional materials and Cambridge branded event supplies (see section 4)
- ▶ Help to contact your equivalent student society in Cambridge and (UK events only) the Schools Liaison Officer/s for your region (see section 4)
- ▶ Organiser and attendee surveys and feedback (see section 6)

ELIGIBILITY FOR SUPPORT

Please read – action required of all organisers

In order for us to register and support your event, and to enable the event series to run more smoothly this year than in previous years, we ask that you:

- ▶ Endeavour to respond promptly to our messages and requests for information throughout the event period (May to October) and consider deputising the event organiser role to another Group member to cover any periods you will be unavailable
- ▶ Collect your attendees' names, Colleges and email addresses at the event and provide us with this information within two weeks of the event

EVENT PUBLICITY

We will promote your event far and wide, as outlined below. If you would like to suggest another channel for promoting Freshers' Events, please email us your idea. (See section 4 for guidance on how you can promote your event.)

Online: Your event will be listed on our dedicated Freshers' Events web page at www.cam.ac.uk/freshers and promoted through our social media platforms. Adverts for the events will feature on a number of University pre-arrival and orientation web pages, such as www.cambridgestudents.cam.ac.uk/new-students/arrival and posted to popular Facebook groups for new students, such as www.facebook.com/groups/1670401029891006.

Via the Colleges: College Admissions and Tutorial Offices will be asked to promote the events in their welcome information to freshers. College Communications Offices, Alumni/Development Offices, JCRs and MCRs will also be asked to promote the events.

(International events only) Via the International Student Team: If you register your event by the first deadline, Friday 21 July, the University's International Student Team will send a personal invitation to your event to incoming postgraduates from your country. Additionally, an advert for the events will be placed in the 'International Student Guide', which provides new international students with pre-arrival and orientation information and is available to download, at www.internationalstudents.cam.ac.uk/files/international_student_guide.pdf.

(North American and Canadian events only) Via Cambridge in America: Our American office, Cambridge in America, will promote the events taking place in North America and Canada.

Across the University: A number of teams will be asked to promote the events, including:

- ▶ Schools Liaison Officers: www.undergraduate.study.cam.ac.uk/colleges/area-links
- ▶ Student societies: www.cusu.co.uk/groups
- ▶ Cambridge University Students' Union (CUSU): www.cusu.co.uk
- ▶ CUSU International: www.international.cusu.cam.ac.uk
- ▶ Graduate Union: www.gradunion.cam.ac.uk
- ▶ Students' Unions' Advice Service: www.studentadvice.cam.ac.uk
- ▶ Gates Cambridge and Gates Cambridge Scholars' Council: www.gatescambridge.org
- ▶ Disability Resource Centre: www.disability.admin.cam.ac.uk
- ▶ Childcare Office: www.childcare.admin.cam.ac.uk

ONLINE BOOKING SYSTEM

Question 20 of the Event Registration Form outlines the options available for managing your bookings. We recommend using our online booking system to make the process quick and simple for attendees and help reduce your event administration. If you choose this option, we will register your attendees and email you a registration list approximately one working day before your event. On request and time permitting, we can also provide you with pre-written name stickers for attendees to wear.

Please note that if you intend to charge a ticket/entrance fee (though please avoid doing so if possible), the fee will not be taken via the online booking system. Instead, attendees will be asked to pay the Group directly on arrival.

STUDENT NUMBERS

Applicant data for 2017–18: If you would like to know how many students from your country, state or region have applied to Cambridge for entry in 2017–18, please email us with the request and we will ask the appropriate University office for the data. Please note that the summer period is an exceptionally busy time for offices dealing with admissions, therefore please give us plenty of notice and expect a delayed response.

(International events only) New entrant and current student data for the last three years: If you would like to track how many students from your country go to Cambridge year-on-year, please visit www.internationalstudents.cam.ac.uk/applying/global-community/international-student-data and select whether you want data for all students, new entrants or continuing students. The data goes back three years and is updated annually in March. Groups in larger countries should note that the data is presented by country only, and is not broken down further by state or region.

SHARING STUDENT DATA FOR DIRECT INVITATIONS

We are often asked by organisers for the names and contact details of incoming students from their country or region for the purpose of the Group sending direct invitations to them. University data protection policy prevents us from obtaining student data to pass to Groups for this purpose. Nor does it permit us to send direct invitations to students on behalf of Groups.

3. REGISTERING YOUR FRESHERS' EVENT

Please read – action required of all organisers

KEY THINGS TO CONSIDER BEFORE REGISTERING YOUR EVENT

- 1. Keep it simple:** A simple event – such as an informal and low-key gathering in a reserved section of a café or bar – is strongly recommended. This is a good opportunity for your Group to help attendees feel less daunted about coming to Cambridge and help break down the stereotypes about ostentatious events at Cambridge. Furthermore, a simple event requires less organising and no money to outlay.
- 2. Involve current students:** The vast majority of attendees tell us in their feedback that they attended a Freshers' Event for advice from current students from their College and course. So be sure to involve as many current students as possible from a variety of Colleges and subjects and invite along your equivalent student society in Cambridge, if you have one, to mingle with attendees. (See section 4 for guidance.)
- 3. Provide lots of information:** Students often tell us in their feedback that they attended a Freshers' Event to receive lots of relevant information about Cambridge, so be sure to provide it. This can be achieved in a variety of ways, such as by having current students mingle with attendees, giving short presentations on different aspects of student life, or having a question and answer session. You might like to visit www.cambridgestudents.cam.ac.uk/new-students for some topics that will be of interest to new students.
- 4. Facilitate mingling:** Facilitated mingling is an effective way to break the ice and get people talking to one another. So, in addition to general mingling, why not consider grouping attendees together by College and course and/or organising a speed networking session? (See section 5 for guidance.)
- 5. Do not worry about attendee numbers:** There is no ideal number of attendees to aim for and you should not feel disheartened if only a few students turn up; a small turnout does not mean that the event was unsuccessful, because everyone in attendance will gain a lot from going.
- 6. Choose a suitable date:** Think about when to schedule your event:
 - ▶ We recommend hosting international events in August and early September, as many international students arrive in Cambridge two or three weeks before the start of term, and hosting UK events between mid and late September
 - ▶ Think about combining your event with the Group's monthly social, annual event or a new alumni event, to give students the opportunity to meet lots of members and help reduce your event administration
 - ▶ European Groups hosting a Student Travel Award winner might like to coincide the winner's visit with a Freshers' Event
- 7. Choose an appropriate venue:** We ask that you avoid holding your event at a member's home, a private members' club or in a private school, as the former could raise child protection issues and all of these venues could inadvertently reinforce unhelpful stereotypes about Cambridge being an elitist institution. A public café or bar is ideal. Students have informed us that the best venues provide enough room for mingling, have a pleasant ambiance, offer somewhere to sit and are not too noisy.
- 8. Ensure the event is accessible:** Please endeavour to make your event as accessible as possible to enable as many students as possible, including those with disabilities, to come. (See section 4 for guidance.)
- 9. Keep it free for attendees:** Is it possible for students to attend your event without having to pay for anything? This could be achieved by avoiding venues charging a hire fee and checking if the Group could fund some soft drinks and nibbles (students will not expect lavish hospitality). If your Group needs to have an entrance fee, please try to keep it below £5 or equivalent.
- 10. Make booking easy for attendees:** Students are used to booking events online, therefore using our online booking system for managing bookings is highly recommended (see section 2 for guidance). Please be mindful that students tend to book events last minute, so try to accommodate this by not having a booking deadline and allowing students to turn up at the door without pre-booking. To help with this, avoid venues requiring numbers in advance for catering.
- 11. Alcohol-free is best:** We recommend that you avoid serving alcohol at your event for the following reasons:

- ▶ The Group and your attendees will be protected from the problems of underage drinking and alcohol misuse
- ▶ Underage and non-drinkers will feel more included and probably more comfortable at the event
- ▶ Non-alcoholic drinks are usually cheaper

12. Allow attendees to bring a guest: Some students will want, or even need, to come with a parent, guardian or friend in order, for example, to provide practical assistance and support. This could be particularly relevant to students with disabilities. Please be flexible and endeavour to accommodate such requests. (See section 4 for guidance on ensuring your event is accessible.)

13. Avoid having a dress code: We recommend not having a dress code, as it could be off-putting.

HOW TO REGISTER YOUR FRESHERS' EVENT

You will need to register your event by completing an Event Registration Form online, at www.surveymonkey.co.uk/r/freshers-event-registration-form.

Please answer all questions to the best of your ability, giving as much information as possible, so students will know what to expect.

If you are unable to complete the form online, you can download it from our website, at www.alumni.cam.ac.uk/get-involved/cambridge-university-freshers-events. Please email your completed form to networks@alumni.cam.ac.uk, or post it to Claire Baxter, Development and Alumni Relations, 1 Quayside, Bridge Street, Cambridge, CB5 8AB, UK.

DEADLINE FOR REGISTERING YOUR FRESHERS' EVENT

To guarantee maximum publicity for your event, please register it by **Friday 21 July**. If this is not possible, please register your event by Friday 18 August and we will promote it on our web and social media pages. From Saturday 19 August, we might not be able to promote your event and any publicity we can offer will be limited.

Register by Friday 21 July for your event to be:

- ▶ Listed in the printed schedule of events
- ▶ Promoted by the Colleges
- ▶ (International events only) Promoted by the International Student Team
- ▶ Listed on our website
- ▶ Promoted on our social media pages
- ▶ Promoted on Cambridge Facebook groups
- ▶ Promoted by teams across the University

MAKING CHANGES TO YOUR FRESHERS' EVENT

We ask that you avoid making changes to your event (such as the date or venue) after it has been registered, because it will not be possible to amend publicity materials that have already been circulated, such as the schedule of events sent to Colleges and the direct invitations from the International Student Team. If changes are unavoidable, please email us as soon as possible we will do our best to accommodate them.

4. PREPARING FOR YOUR FRESHERS' EVENT

PROMOTING YOUR FRESHERS' EVENT

Read on for ideas for how you can promote your Freshers' Event. For details of how this office will be promoting your event, see section 2.

Please do not contact the College directly: The Colleges request that Groups do not contact them directly to promote their events, as they do not have the capacity to handle individual requests.

Using Facebook: Facebook is the go-to place for students, so be sure to use it to promote your event by creating a public event posting. You can email us for a bespoke post if you are unsure what to write. Additionally, there are hundreds of Cambridge Facebook groups for new and continuing students that you could search for and then join, message or post to, in order to promote your event. If your Group does not have a Facebook account then now is a great time to get one up-and-running. You might like to visit another Group's page for inspiration, such as the Oxford and Cambridge Society of India's page, at www.facebook.com/oxfordcambridgeindia.

Contacting previous attendees and student volunteers: If you have hosted a Freshers' Event before, why not ask previous attendees and current student volunteers to promote your event? You could also invite them along again this year.

Contacting your equivalent student society in Cambridge: If the Group has an equivalent student society in Cambridge, you could ask them to promote your event to new students and invite members of their committee to your event to mingle with attendees. Why not find out if they will be hosting a similar welcome event for new students in Cambridge in October and promote it at your event? To find out if you have an equivalent student society, use the search facility, at www.cusu.co.uk/groups or email us.

(UK events only) Contacting your Schools Liaison Officer/s: Did you know that every College employs a Schools Liaison Officer to build relationships with schools and colleges across the UK? Each Officer is assigned to a London Borough and several UK regions. You are welcome to ask the Officer/s assigned to your region to promote your event and invite them along to speak to students about life in Cambridge. Visit www.undergraduate.study.cam.ac.uk/colleges/area-links for the contact details of your region's Officer/s.

Contacting schools and colleges in your region: Feel free to contact the schools and colleges in your Group's region to promote your event. If you would like to use our template letter for this purpose, please email us. UK Groups can also email us for the addresses of the schools and colleges in your region.

MAKING YOUR FRESHERS' EVENT ACCESSIBLE

Your goal, no doubt, is to assist all attendees, including those with disabilities, to feel welcomed and able to fully participate in the event. When planning your event, it is important to consider what barriers to participation might be in place and to address these where possible.

Some excellent guidance on event accessibility and disability etiquette can be found on these sites:

- ▶ University Disability Resource Centre: www.disability.admin.cam.ac.uk/about-drc/etiquette
- ▶ Scottish Health Council: <http://goo.gl/s6SqCX>
- ▶ Voluntary Arts Week: <https://is.gd/NEbi5f>

Further recommendations for making your event accessible are listed below:

- ▶ Keep the event simple, low-key and informal
- ▶ Book a venue that is easy to get to by public transport
- ▶ Do not host your event in a member's home, private members' club or private school
- ▶ Make booking quick and simple, such as by using our online booking system
- ▶ Offer free entry and free refreshments
- ▶ Accommodate dietary requirements
- ▶ Do not serve alcohol
- ▶ Avoid a booking deadline and allow attendees to turn up at the door without pre-booking
- ▶ Allow attendees to bring a guest
- ▶ Avoid having a dress code

RECRUITING CURRENT STUDENT VOLUNTEERS

Attendees tell us that getting to speak to current students is by far the best thing about Freshers' Events – especially when they are from the same College or course. Therefore, we recommend inviting along lots of current students from a variety of Colleges and courses to mingle with attendees. The current students could also provide an extra pair of hands setting up, registering attendees and clearing up afterwards.

Ideas for recruiting current students are listed below:

- ▶ Invite back last year's attendees and current student volunteers
- ▶ Ask Group members if they are in contact with current students to approach
- ▶ (UK events only) Ask the Schools Liaison Officer/s for your region to promote the opportunity to current students, including those holding College Access Officer roles

You can also request our help to recruit current student volunteers by completing section 6 of the Event Registration Form. If you request such help, we will advertise the opportunity to students across Collegiate Cambridge and put anyone that comes forward in touch with you. Please note we cannot guarantee the recruitment of volunteers.

You might find it helpful to read our current student volunteer role profile, at www.alumni.cam.ac.uk/get-involved/cambridge-university-freshers-events. See section 5 for guidance on how to brief student volunteers on the day.

REQUESTING TEMPLATE PROMOTIONAL MATERIALS

We have a range of template materials that organisers can use to promote their events. Simply tell us, by email, which item/s you would like from the options listed below, and we will email or post them to you:

- ▶ Generic invitation
- ▶ Generic flyer
- ▶ Generic letter for local schools and colleges
- ▶ Bespoke event posts for your Group's social media pages
- ▶ Schedule of events registered by Friday 21 July

REQUESTING CAMBRIDGE BRANDED 'PARTY IN A BOX' SUPPLIES

On request, we can supply you with a range of free Cambridge branded 'Party in a Box' supplies, such as table flags, pens and napkins, to dress your event and help create a stronger sense of the Cambridge community. A list of items available and an order form can be downloaded for our website, at www.alumni.cam.ac.uk/get-involved/cambridge-university-freshers-events.

ORDERING NAME STICKERS

We recommend providing attendees with name stickers or badges – with Name, College and Course presented – to wear at the event. Name stickers can act as a useful ice-breaker and can provide an easy way for attendees to find others from their College and course.

We also suggest providing your current student volunteers with name badges or stickers – but in a different colour to the attendee stickers to make the volunteers stand out. You could also write 'CURRENT STUDENT' at the top of the sticker.

Attendees and volunteers could be instructed to write their own sticker on arrival, or you could provide them pre-typed.

You can order stickers from us: see 'Requesting Cambridge branded 'Party in a Box' supplies' above for details.

STRUCTURING YOUR FRESHERS' EVENT

Some of last year's students recommended giving Freshers' Events – especially the larger ones – a structured format. Therefore, in addition to general mingling, you might like to include some presentations, a question and answer session and some facilitating mingling. (See section 5 for more on facilitated mingling.)

A suggested event itinerary for a two-hour event is presented below and can be amended to suit your event:

- 18.00 Event starts. Free drinks and snacks and general mingling
- 18.30 Welcome speech and introductions by a Group member
- 18.40 Presentation by a student volunteer: What to expect in your first week
- 18.45 Presentation by a student volunteer: Support available at Cambridge
- 18.50 Presentation by a Group member: How to contact alumni for support
- 19.00 Facilitated mingling: break off into Colleges
- 19.15 Facilitated mingling: break off into courses/Faculties/Schools
- 19.30 Question and answer session
- 19.45 General mingling
- 20.00 Event ends

WRITING A WELCOME SPEECH

We recommend preparing a short welcome speech to give towards the beginning of the event. Some suggested points to include in your speech are listed below:

- ▶ Introduce members, current student volunteers and any guests
- ▶ Highlight the purpose of the event
- ▶ Recommend using the network of Alumni Groups as a resource throughout their studies and beyond
- ▶ Highlight the Group's activities for students
- ▶ Promote the Group's equivalent student society in Cambridge (if there is one), highlighting any orientation events they will be hosting for new students in Michaelmas Term

Tips for your welcome speech from David Peace (St Catharine's 1966), Chairman of the Cambridge Society of London and co-organiser of the annual London Freshers' Event, can be downloaded from our website, at www.alumni.cam.ac.uk/get-involved/cambridge-university-freshers-events.

5. ON THE DAY OF YOUR FRESHERS' EVENT

REGISTERING ATTENDEES

Please read – action required of all organisers

Within two weeks of your event, please provide us with the name, College and email address for each of your attendees. We recommend using our template Attendee Registration Form, which can be downloaded from our website, at www.alumni.cam.ac.uk/get-involved/cambridge-university-freshers-events, to collect this information.

Guidance for completing the Attendee Registration Form:

- ▶ Print enough copies of the form for your event
- ▶ Assign a Group member to register attendees and ensure no one is missed
- ▶ Ask only new Cambridge students starting a course in Michaelmas Term to complete the form
- ▶ Although it is not compulsory for attendees to complete the form, please encourage them to do so in order to hear about opportunities to connect with alumni

(See section 6 for guidance on how to submit the completed form to us.)

SETTING UP A REGISTRATION TABLE

We recommend setting up a designated table by the entrance to your event for registering attendees, which includes the following items:

- ▶ Attendee Registration Form (see above)
- ▶ Data protection notice (see below)
- ▶ Photography notice (see below)
- ▶ Name stickers for attendees and current student volunteers (see section 4)
- ▶ Pens
- ▶ Any handouts you would like to provide

DRESSING YOUR EVENT

Signage: Please help attendees find their way to your event by displaying lots of signage with clear directions in and around the venue.

Data protection notice: Please print our data protection notice and display it on or near to the registration table to advise attendees how the

information collected on the Attendee Registration Form will be used. Please also ask any current student volunteers assigned to registering attendees to read the notice. You can download the notice from our website, at www.alumni.cam.ac.uk/get-involved/cambridge-university-freshers-events.

Photography notice: If you are planning to take photographs during your event, please print and display our photography notice to make attendees aware of this and give them the opportunity to inform you if they would like to be excluded from photography. You can download the notice from our website, at www.alumni.cam.ac.uk/get-involved/cambridge-university-freshers-events.

Cambridge branded 'Party in a Box' supplies: If you pre-ordered Cambridge branded 'Party in a Box' supplies from us, please dress your room/area/table with them to help create a stronger sense of the Cambridge community.

BRIEFING CURRENT STUDENT VOLUNTEERS

Please ensure your current student volunteer/s feel welcomed, valued and supported by taking these easy steps:

- ▶ Introduce the volunteer to Group members and fellow volunteers
- ▶ Give them a name badge to wear that clearly identifies them as a current student
- ▶ Ask if they have volunteered at a Freshers' Event before to gauge their level of experience
- ▶ Outline their responsibilities and brief them on timings
- ▶ If they are to man the registration table, run through the 'Registering attendees' section above and ask them to read the data protection notice
- ▶ Check in with them regularly and be on hand to answer questions
- ▶ Offer them a free drink or two
- ▶ Thank them at the end of their shift
- ▶ Reimburse them for any expenses before they leave and encourage them to volunteer again next year

PROVIDING A FRIENDLY WELCOME

Students are likely to feel nervous about attending the event because meeting new people can be scary, but a warm and friendly welcome on arrival is bound to help settle those nerves. Why not have a Group member or current student volunteer at the door to welcome attendees, get them a drink and introduce them to someone to talk to? You could also ask Group members and volunteers to keep an eye out for anyone standing on their own.

FACILITATING MINGLING

Facilitated mingling is an effective way to break the ice and get people talking to one another, especially at larger events. A popular suggestion from previous attendees is to group students together – firstly by College and then by course/Faculty/School – for a set period of time. Current student volunteers and Group members could circulate around the groups offering information and advice.

Another suggestion is to organise a speed networking session at some point during the event. There are lots more ideas for facilitating mingling online.

6. FOLLOWING UP AFTER YOUR FRESHERS' EVENT

PROVIDING YOUR ATTENDEE LIST

Please read – action required of all organisers

Within two weeks of your event, please provide us with the **name, College and email address** for each of your attendees. We recommend using our template Attendee Registration Form to collect and submit this information (see section 5 for details).

Guidance for submitting the Attendee Registration Form:

- ▶ After the event, go through the form and cross out or delete anybody that is not a new Cambridge student starting a course in Michaelmas Term (so please delete Group members, current Cambridge students, new and current Oxford students and any other guests)
- ▶ If you are typing your own list of attendees, please submit it as a Word document, rather than a PDF file
- ▶ Please email the form to **networks@alumni.cam.ac.uk**, or post a hard copy to: Jennie Hastie, Development and Alumni Relations, University of Cambridge, 1 Quayside, Bridge Street, Cambridge, CB8 5AB, UK

On receiving this information, we will contact attendees for their event feedback and keep in touch with them throughout their studies – such as to promote the network of Alumni Groups as a valuable resource. We will also examine attendee data across all events, look for trends and use our findings to rally support for Freshers' Events across Collegiate Cambridge.

PRIZE DRAW

If you submit your completed Attendee Registration Form to us within seven days of the event, you will be entered into a prize draw to win an official University of Cambridge sweatshirt in either black or grey. To view the sweatshirt online, visit <https://cambridge.teemill.co.uk/product/university-of-cambridge-sweatshirt-1923>. Terms and conditions for the prize draw are available on our website, at: www.alumni.cam.ac.uk/get-involved/cambridge-university-freshers-events.

GIVING US YOUR FEEDBACK

We will welcome your feedback on all aspects of the Freshers' Event series to help improve the support, services and resources we offer organisers. After your event, we will email you a link to a short online survey to complete. We will also survey the students attending your event and share the results with you, to give you an idea of what went well, and some suggestions for next time.

SHARING YOUR PHOTOS

We would love to see your photos, so please email them to us, or provide us with a link to them online. Landscape orientated photos sized 900 pixels x 450 pixels or bigger are preferable, because they will be more versatile for use in next year's promotional materials.

KEEPING IN TOUCH WITH STUDENTS

Attendees: You can use your Attendee Registration Form to keep in regular contact with the students that attended your event and inform them of the Group's activities and events. If you would like to receive the University @cam email addresses of your attendees, please email us with the request after your event.

Current student volunteers: We recommend sending a follow-up message to your student volunteers to thank them for their help. You could also keep them informed of the Group's activities and events and ask them to help again at next year's Freshers' Event.

Student society in Cambridge: If your Group has an equivalent student society in Cambridge, you hopefully asked them to promote your Freshers' Event and invited members of their committee to attend it. Going forward, it could be enjoyable and advantageous for you to continue coming together for initiatives and events. Working together could also help to ensure a smooth transition for members from the student society to the Alumni Group when they graduate. To find out if you have an equivalent student society, use the search facility at www.cusu.co.uk/groups or email us.

PLANNING NEXT YEAR'S FRESHERS' EVENTS

In January, the Alumni Engagement team will review the year's Freshers' Events and start planning for the coming year. Group's will be contacted from March onwards with an invitation to run an event.