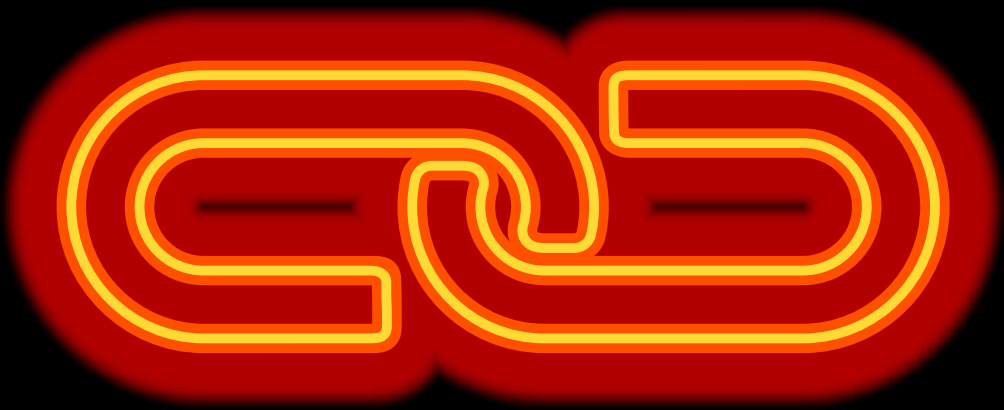
CHAIN
TOOLKIT



CHAIN

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CHAIN

WELCOME

CHAIN is an inter-institutional event designed to engage, inform, and inspire early career engineers based in a specific area. CHAIN is an event involving the various professional engineering institutions which aims to give the audience an idea of the number and range of institutions, their roles and the benefits institutions provide. The event is aimed at anyone falling into the Young Member category – from students and apprentices to recent graduates and those aiming to gain professional registration. Each Institution is invited to submit a speaker to deliver a talk of an inspirational nature as well as to promote their Institution.

CHAIN is a concept that was created by two Young Members, Nick Valentine and Daniel Merryweather, in response to a need to keep young engineers informed about our Institutions, the opportunities they provide and to demonstrate how different engineering disciplines can work together and learn from each other.

CHAIN's founders wanted a new concept with a separate brand. A free to attend platform on which all the Institutions would have an equal voice. The event differs from the usual technical lectures for it focuses on the stories people have to tell. Branding the event as CHAIN reinforces the notion that each engineering discipline represents a link in the engineering whole and if just one link is missing our world will not work. The branding is of course especially apt as chains are an engineering component!

Initiatives like CHAIN are now more important than ever in helping the engineering profession to develop one clear voice. By working together to bring different skills and knowledge we can have a greater impact.

The purpose of this toolkit is to give you all the necessary information you need to organise your own CHAIN event in your local area. Template documents can be found on the CHAIN Google Drive.

AIMS

CHAIN aims to:

- **To present a cross-section of the engineering world to young engineers and inform them of the wide range of different projects and ideas happening today;**
- **To educate attendees about current and future issues that may affect them personally as engineers;**
- **To showcase to attendees the different institutions that are available to them, who they are, who they cater for and specifically what they do in the local area, even if the Institution does not have a local network;**
- **To encourage young people who are interested in engineering in their local area to network and get involved with their local engineering community;**
- **Inspire and create opportunities for all those attending the event.**

CHAIN

INVOLVED

WHY GET INVOLVED

- To engage with a wide range of people, Institutions and organisations, building your network and heightening your presence within the engineering community;
- It's a great way of networking, collaborating with other Institutions, raising the profile of engineering organisations including your own, recruiting more volunteers and hearing from a varied and interesting range of speakers;
- Helps to build the engineering community in an area.

INSTITUTIONS AND ORGAINISATIONS INVOLVED

CHAIN aims to have as many Institutions involved as possible. It is advisable to contact all the Institutions represented in your given area. Institutions should be sent an initial information document outlining the CHAIN concept and the regions plans for hosting an event. This document should be sent to the relevant local network, not just the Institution's headquarters.

In addition to participating Institutions it is recommended that you consider contacting some organisations in your area that might be interested in exhibiting a stall. Some organisation suggestions include:

- Student societies from local universities
- Engineers Without Borders
- STEM Learning
- The Royal Engineers

Remember: Whilst your CHAIN event may not be able to accommodate a speaker from each Institution there is always room to have more involved by having their members attend or by hosting a stall. Don't forget CHAIN is a fantastic opportunity for networking and the more collaboration between Institutions the better.

ORGANISING COMMITTEE

The organising committee should be made up of representatives from each of the participating Institutions. The organising committee should set up regular meetings and/or telecons in the lead up to the event. Minutes and actions from these meeting should be circulated to all necessary individuals. In addition to the pre-event planning meetings, a post event meeting should be planned following the CHAIN event to collate feedback and record lessons learnt. It is recommended that planning commences six months in advance of the event.

LEAD INSTITUTION

Within the organising committee one institution should take the role of Lead Institution.

The duties of the Lead Institution are as follows:

- Provide a chairperson, secretary and treasurer for the CHAIN meetings;
- Host the CHAIN bank account for that event;
- Schedule and record the minutes of the CHAIN meetings;
- Lead and bear responsibility for the overall delivery of the CHAIN event.

KEY ROLES

The key roles within the organising committee are:

CHAIN

	Pre Event	At the Event	Post Event
Lead Coordinator	Chair the steering group. Lead and bear overall responsibility for the planning of the CHAIN event.	Responsible for overall delivery of the CHAIN event. Contact for all coordinators	Oversee feedback session & ensure all post event tasks completed.
Marketing Coordinator	Produce invitations, flyers and event programme. Set up and manage the Eventbrite page. First point of contact for any journalists/Institutions' communication teams. Responsible for booking videographer and photographer.	Meet and brief videographer and photographer	Produce/liaise with Institutions' communication teams to produce content for post event articles. Responsible for uploading video and photographs.
Secretary	Schedule steering group meetings, produce minutes and assist Lead Coordinator.	Assist Lead Coordinator	Assist Lead Coordinator
Social Media Coordinator	To oversee and manage all CHAIN social media.	Provide social media coverage throughout the event.	Post event social media posts.
Speaker Coordinator	Main point of contact for speakers. Responsible for contacting, briefing and confirming all speakers as well as collating all speaker biographies and photos.	Meet and provide speakers with final briefing.	Issue thank you letters to all speakers.
Stall Coordinator	Main point of contact for all those running a stall. Liaise with Institutions as to stall requirements and communicate requests to venue coordinator.	Assist with set up of stalls.	N/A
Treasurer	Produce budget in partnership with the Lead Organiser. Oversee the CHAIN bank account and ensure all payments are made.	N/A	Ensure all payments are made and finalised budget written up.
Venue Coordinator	Responsible for booking venue, catering/refreshments, ensuring correct room layout and all necessary equipment in place.	Contact on the day for any venue/catering issues.	N/A
Volunteer Coordinator	Recruit and coordinate volunteers including Master of Ceremonies.	Main point of contact for all volunteers. Brief volunteers, including Master of Ceremonies.	Issue thank you letters to all volunteers.

In addition to these roles you will require additional volunteers on the day.

Suggested volunteer roles on the day of the event include:

Master of Ceremonies (MC)	The MC is the host for the event. It is their job to provide the introduction to the event, introduce the speakers, keep the event running to schedule, facilitate the panel discussion and provide the closing comments at the end.
Photographer	Responsible for taking pictures at the event. After the event these photos will need to be edited and then uploaded to the CHAIN website and social media accounts. Unless a suitable volunteer it is suggested that a professional is hired.
Registration Desk Volunteers	Welcomes delegates, responsible for registering all attendees and answering any questions from delegates.
Stall Volunteers	1-2 volunteers per stall to be provided by each participating institution/ organisation.
Timekeeper	Ensures that the speakers keep to time during their talks.
Videographer	The role of the videographer is to record CHAIN talk. After the event this video will need to be edited and then uploaded to the CHAIN website. Unless a suitable volunteer it is suggested that a professional is hired.

CHAIN

FINANCE

There should be no charge for delegates. Running costs should be split equally between the Institutions involved. Running costs typically include; provision of refreshments/ catering, any associated venue costs, joint marketing materials, event programme and photographer/videographer.

Optional costs include promotional materials such as CHAIN branded pens, bags and leaflets. Promotional materials are a great way of increasing the professionalism of the event.

Each institution should, at their own cost, provide its own promotional materials with which to populate their stalls. Each Institution is also responsible for covering expenses for their volunteers and speaker(s).

INVOICING

It is recommended that the Lead Institution hosts the bank account for the CHAIN event and all expenses paid from this account. Invoicing should be conducted as per the Lead Institution's accepted practice. The Lead Institution will then be responsible for invoicing the other participating organisations for their agreed level of sponsorship.

REFRESHMENTS AND CATERING

Catering and refreshments, whilst the largest expense, is also a big draw for the delegates attending a CHAIN event. The length of the event will determine the catering required.

For an all-day event it is recommended that refreshments are provided at several intervals throughout the day and the provision of lunch essential. For shorter evening events a drinks reception is recommended.

TIP: If serving food, dietary requirements must be identified when tickets are booked. Don't forget to include your speakers and volunteers when ordering catering!

VENUE

Venue choice is critical for a successful CHAIN event. It must typically offer the following:

- Lecture theatre;
- Audio Visual (AV) capability to include:
  - Computer with internet access and that can take USB drives and is connected to a projector;
  - Audio system;
- Access to caterers;
- Area for the stalls (preferably with tables provided by the venue), complete with access to plug sockets. This area must allow all delegates to freely mingle between the stalls;
- Adequate space to provide refreshments;
- Reasonable space for a CHAIN reception desk;
- Centrally located or with good public transport links.

Tip: Use of local University facilities should certainly be the first avenue of exploration for anyone wanting to organise a CHAIN event.

SPEAKERS

Each participating Institution is responsible for sourcing their speaker(s).

Speakers are the mainstay of CHAIN and without them there would be no event. Consequently, speaker selection is critical. The way in which CHAIN differs from the usual technical engineering lectures is that the talks should all be of an inspirational and personal nature and not too technical. Whilst the talks will typically have some relation to the Institution being represented, from a CHAIN perspective we are much more interested in someone with a good story to tell.

CHAIN is made up of a series of speaking slots. It is for the organising committee to determine how long these slots should be. It is advisable that you allow at least 15 minutes on the speaker's chosen topic, and then 5 minutes about the Institution being represented, with an emphasis on what that institution does for young members as well as what it does in the local area. This 5 minutes could be delivers by the same individual that delivered the main talk, or it could be given by someone with a better knowledge of that institution and its local activities.

TIP: The organising committee may wish to consider setting a theme for the CHAIN event. An example of a theme could be Inspirational Young Members.

Speakers will feature in the CHAIN video and photographs.
Please ensure all speakers are aware of this and consent obtained.

CHAIN

PANEL DISCUSSION

If there is time it is recommend to hold a panel discussion, allowing delegates to ask questions. The panel discussion is a great way for the delegates to ask questions to the different speakers and get an opinion from a broad range of disciplines and specialisms.

The panel discussion can stimulate some good debate between the disciplines.

SPEAKER COORDINATOR

Once an Institution has confirmed their speaker their details should be passed on to the Speaker Coordinator. A template invitation can be found on the CHAIN Google Drive.

The Speaker Coordinator is responsible for obtaining:

- A brief biography and profile picture;
- Short synopsis of the talks;
- PowerPoint presentations (1 week before the event), to allow the collation of all the presentations into one.

Speaker coordinator must also keep speakers up to date with progress of the event. In addition they should be provided with:

- A copy of the CHAIN logo for them to put in the corner of each of their slides;
- A running order for the event;
- Details of the venue.

Tip: Make sure speakers arrive at the venue at least one hour prior to event start and where possible provide speakers with a green room.

STALLS

Each Institution will be given the opportunity to run a stall. Delegates will be given the opportunity to visit the stalls throughout the event. The stalls provide delegates with an opportunity to find out more information, ask questions, and learn about membership benefits as well as sign up to the Institution if interested. Each Institution is responsible for sourcing their stall volunteers – it is recommended that each Institution allocate at least two stall volunteers. Once the volunteers have been confirmed these details should be passed on to the Stall Coordinator.

The tables for the stalls should preferably be provided by the venue. The Institutions will need to bring their own promotional materials such as flyers, pop up banners etc. at their own cost. It is recommended that Institution bring their own i-pad/laptop where attendees are able to sign up.

As previously mentioned in addition to participating Institutions it is recommended that you consider contacting some organisations in your area that might be interested in exhibiting a stall.

These might include:

- Student societies from local universities
- Engineers without borders
- STEM Learning
- The Royal Engineers

STALL COORDINATOR

The Stall Coordinator is responsible for:

- liaising with Institutions as to their stall requirements and communicating any requests to the venue coordinator;
- contacting any local organisations that might be interested in exhibiting;
- keeping stall volunteers up to date with the progress of the event and provide volunteers with a running order for the event and details of the venue.

Tip: Recommend that tables should be set up a few hours before the event. A pre-prepared diagram of the stalls layout can be useful for volunteers.

CHAIN

AGENDA

It is the responsibility of the organising committee to set the CHAIN agenda.

As per the talks themselves, the event itself should be inspirational. Try to make your agenda flow, and if possible tell a story using the different talks by positioning them in the agenda in a way that means they complement each other. If a talk can lead on from the previous one, great!

It is also important to allow sufficient time for delegates to visit the stalls and network.

EXAMPLE AGENDA

10.00	Registration, Refreshments and Stalls
10.30	Welcome
10.40	Institution 1
11.00	Institution 2
11.20	Institution 3
11.40	Institution 4
12.00	Lunch and Stalls
13.00	Institution 5
13.20	Institution 6
13.40	Institution 7
14.00	Comfort Break and Stalls
14.20	Institution 8
14.40	Institution 9
15.00	Institution 10
15.20	Panel Discussion
16.00	Close
16.10	Refreshments, Networking and Stalls
17.30	Carriages

DELEGATES

The event is aimed at anyone falling into the Young Member category from students and apprentices to recent graduates and those aiming to gain professional registration.

This is a way of increasing the profile of your local panel or group amongst young members, be sure to make the most of it by drawing in delegates with great speakers, engaging them at your stalls.

REGISTRATION

It is essential that delegates register their attendance in advance of the event. It is recommended that you use a free online booking system such as Eventbrite. It will be the responsibility of the Marketing Coordinator to set up and manage the online booking system account.

There are a number of advantages to using an online booking system:

- Simple to set up;
- Can set a maximum number of delegates that can register;
- Can gather data on delegates such as dietary or other special requirements, their institution, current status (college, apprentice, undergraduate, graduate etc.) and how they heard about CHAIN;
- Neutral booking platform, not specific to a single Institution where the link can easily be shared and circulated;
- Delegate lists are simple to export (for use on the registration desk).

On the day the registration desk (manned by the two Registration Desk Volunteers) should have a list of all the delegates that have signed up (list to be exported from Eventbrite).

Tip: Recommended that tables should be set up a few hours before the event. A pre-prepared diagram of the stalls layout can be useful for volunteers.

MARKETING

Marketing is a vital element in the planning of a CHAIN event. The Marketing Coordinator and Social Media Representative should work together on a clear marketing strategy. For each CHAIN event it is recommended that social media accounts are created and the event featured on the CHAIN website. In addition to the CHAIN accounts, however, each participating Institution should be encouraged to use their own advertising methods such as social media, emails and newsletters to advertise CHAIN.

WEBSITE

A CHAIN website has been set up - www.chainevents.org.uk. Anyone running a CHAIN event is able to submit details of the event to be uploaded to the webpage. The following details should be sent to info@chainevents.org.uk

Details to include:

- Date, time and location of the event;
- Link to the online registration form;
- The latest programme for the event;
- List of participating Institutions.

In addition to the CHAIN website it is recommend that each participating Institution creates their own CHAIN webpage to help advertise the event amongst their members.

EMAILS

Emails are a useful way of informing people of the event as well as communicating with delegates that have signed up for your CHAIN event. It can be helpful to send reminders to the delegates with directions and the like. Reminders are typically sent 1 week and the day before the event. The Marketing Coordinator may want to consider setting up a CHAIN email address from which to send out communications. **It is essential that any emails sent are GDPR compliant.**

Each participating Institution should be encouraged to contact their marketing department and request a mass email to be sent out to the relevant membership groups.

Tip: Recommended that tables should be set up a few hours before the event. A pre-prepared diagram of the stalls layout can be useful for volunteers.

NEWS ARTICLES

Pre and post articles on the CHAIN event are a useful way of advertising and letting people know about the success and value of the event. The Marketing Coordinator should produce a brief and identify a CHAIN volunteer(s) to produce a pre and post write up. Any volunteers writing articles should be identified before the event so that they are aware of what to capture and who to interview. All articles should be accompanied by photographs from the event. The Institution's will then hopefully be able to use this information to produce articles for publishing in institution magazines/newsletters.

Tip: Make contact with the participating Institutions communication teams who may be able to send a professional journalist to cover the event.

VIDEO AND PHOTOS

Whilst the recording of a CHAIN event is not essential it is a great way to engage with a wider audience. If recording the event, it is advised that a professional videographer is hired – videos will need to look professional, be edited and include the CHAIN logo. It is recommended that the talks are edited into separate speaker clips. All clips must include the mandatory addition of the CHAIN logo in the bottom right-hand corner. Once editing is complete these videos should be uploaded on to YouTube and the links shared with all participating Institutions as well as with info@chainevents.org.uk for uploading to the CHAIN website. Video examples can be found on the CHAIN website www.chainevents.org.uk/category/talks

Tip: Some Institutions may have an in-house videographer that could be used free of charge. It is worth asking participating Institutions to enquire with their HQ.

It is advised that photographs are taken throughout the day both of delegates viewing the stalls as well as the talks themselves. Photographs can be used for CHAIN news articles and social media posts.

Anyone appearing in any CHAIN photographs and/or video must be informed and given the option to decline. It is important to mention the use of photography in the event programme, on the Eventbrite page and at the beginning of the event. Any persons that wish not to feature in any photographs/video must make themselves known to the Lead Organiser.

EVENT MATERIALS

It is strongly recommended that CHAIN pop up banners and an event programme is designed. Banners are a great way to identify and brand the event. The Marketing Coordinator is responsible for the design and production of banners, only requirement is that all banners must include the CHAIN logo.

Example event programme and banner can be found on the **CHAIN Google Drive**.

SOCIAL MEDIA

Social Media is a powerful tool with a long reach if used effectively. The Social Media Representative is responsible for setting up and managing all social media accounts.

Twitter

The Social Media Representative should decide on a hashtag for the event which is to be shared with all participating Institutions and organising committee members. A typical hashtag for a CHAIN event follows the format #CHAIN (location) (year). It is advised to start tweeting in advance of the event and include the hashtag on all promotional materials and the presentations. When tweeting, don't forget to tag relevant organisations as this can generate retweets and build awareness.

Facebook

A Facebook event page should be created. The link to this Facebook event should be used by all of the participating organisations to advertise on their respective Facebook pages. Additionally, Facebook can be used to post updates and videos (including tags and hashtags) in a similar fashion to Twitter.

Tip: Schedule social media updates around lunchtime and/or the early evening, as this is when the majority of people are using their social media.

CHAIN

EVENT DAY

A complete list of roles of responsibilities for the day of the event can be found in the Organising Committee section of this toolkit. Please also find a suggested on the day checklist in the CHAIN Google Drive.

Suggested timings for the day:

2 hours prior to the event:

- Organising committee on site, final briefing held where everyone's roles and responsibilities for the event confirmed
- Venue Coordinator to ensure all equipment, catering etc. is in place.

1.5 hours prior to the event:

- Additional volunteers arrive and briefed by the Volunteer Coordinator/ Stall Coordinator
- Stall volunteers finalise set up of their stalls
- Registration desk set up
- Any banners/signage put up

1 hour prior to the event:

- Speakers and Master of Ceremonies arrive and meet with Speaker Coordinator. All PowerPoints and microphones checked.
- Videographer/Photographer set up and briefed by the Marketing Coordinator.

15 minutes prior to the event:

- Volunteers being to usher delegates to their seats

POST EVENT

FEEDBACK

Feedback is important as it allows the organisers to access how the event went and what can be improved for the furfure. Feedback should be collected from the following people:

- Delegates - an online feedback form, such as Survey Monkey, can be designed and circulated with the delegation list.
- Speakers and volunteers – again an online feedback form could be used, alternatively have paper forms for speakers/volunteers to fill out at the end of the event.

An example form can be found on the CHAIN Google Drive.

POST-EVENT MEETING

One week after the event, whilst it is still fresh in people's minds, a meeting should be held to collate feedback and identify any lessons learnt. As per the planning meetings, the minutes of this meeting should be recorded and circulated to the organising committee. It is also encouraged that these lesson learnt are shared with the CHAIN team info@chainevents.org.uk

THANK YOU LETTERS

As your speakers and volunteers have given up their free time to attend the event the least we can do is send them a thank you letter. Be sure to personalise your letter to the individual(s) who you are sending it to.

Example Thank You letters can be found on the CHAIN Google Drive.

CHAIN

CHAIN Google Drive can be accessed via the following link

or email:
info@chainevents.org.uk

Produced by

Institution of MECHANICAL ENGINEERS

CHAIN

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