



# GO ENGAGE

A quick guide to planning an event

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## Introduction

This document is designed as a guide to assist with planning a research or research-led teaching event with the Arts and Humanities Research Institute or one of our research centres. This guide has everything you need to know about planning a successful event at King's College London. It is equipped with resources, contacts and useful documents that will come in handy when communicating to various departments at King's.

## Purpose

The sole purpose of any event is that a group of people will convene in one particular place (virtual and/or physical) for one particular purpose at a given time. When planning an event its important to to keep the following questions in mind when having that first discussion about the event.

1. What is the main purpose of having this event?
2. Why does this need to be an event with the AHRI or one of its Centres?
3. What are the aims and objectives of having this event?
4. Why is this event important?
5. What do you plan to achieve with this event?
6. Who is your target audience/participants?

## Planning Timeline

The following table is a great tool to use to start thinking about planning your event. It is particularly useful for focussing discussion and ensuring agreement over key logistics from the academics and students involved. The more information that can be agreed in the initial meeting the better. This document can also be completed and emailed/shared with the individual or team involved after the meeting to summarise findings. It is a great working document for both the AHRI and our Centres as well as the team we are working with.

Event Title	
Event date:	
Event room:	
Time of event:	
Stakeholder contacts:	
Budget:	
Event run sheet:	
AV requirements:	
Ticket price:	

Comms plan:	
Catering:	
Set up:	
Materials:	
Milestones	
Comments	

Booking your event

For smaller scale workshops you might want to explore with the AHRI use of the REACH space on the Strand which is the Arts and Humanities dedicated flexible creative workshop space with a number of smaller seminar and meeting rooms <https://www.kcl.ac.uk/ahri/get-involved/reach-space>

For larger publically accessibly spaces however you should organise your event through King’s Venues. King’s Venues is the centralised events team across King’s College London that looks after most event needs. They are the team that you communicate with to bring events to life. Please see the table below for more information about King’s Venues key responsibilities. The King’s Venues team will be able to answer all your inquires and make all the relevant bookings..

Email: [kingsvenues@kcl.ac.uk](mailto:kingsvenues@kcl.ac.uk)

Extension: 1700

King’s Venues are responsible for.	
Room Booking	AV
Catering	Security
Signage	Room set up
Cleaning	Student Ambassadors

Booking Request Form:

Date of the booking									
Title of event									
A brief outline of the event									
Total number of delegates									
Preferred room									
Layout of room									
Start Time									
Finish Time									
Catering required Y/N									
If yes, please find <a href="#">menus</a> here for your perusal and confirm your requirements with approximate break times.									
<i>Please note we <b>do not</b> allow external catering for any meetings or events at the College and all catering must be provided by King’s Food. There are occasions when there may be additional charges for staffing if your event is on an evening or weekend &amp; this will be communicated to you at the time of booking.</i>									
AV requirements									
KCL Activity code (Please note that if you do not provide a cost code, we cannot make a booking for you)									
Example of finance codes:									
<p><b>NEW</b></p> <p><b>King’s Finance</b></p> <table border="1"> <tr> <td><b>Activity Code</b></td> <td><b>Account Code</b></td> </tr> <tr> <td>A C 8 6 4 5 3</td> <td>3 6 1 5</td> </tr> </table> <p><b>OLD</b></p> <p><b>APFOS</b></p> <table border="1"> <tr> <td><b>Nominal/Account/Grant Code</b></td> <td><b>Subjective Code</b></td> </tr> <tr> <td>P A H E A B R</td> <td>M O I</td> </tr> </table>	<b>Activity Code</b>	<b>Account Code</b>	A C 8 6 4 5 3	3 6 1 5	<b>Nominal/Account/Grant Code</b>	<b>Subjective Code</b>	P A H E A B R	M O I	
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P A H E A B R	M O I								

External/VIP attendee's	
Is your event likely to attract media attention or will any attendees/speakers/the topic of the event be deemed controversial?	
If yes, please provide further details.	
If you or any of your delegates have a disability, a long term medical or mental health condition, or a specific learning difficulty that requires additional support please let us know	

### Important Tips

- To secure a room booking with King’s Venues you will need a budget code and this will depend on the source for the event’s funding.
- Events hosted by the AHRI for an external client must go through the AHRI budget code and approved by Edward Stevens ([edward.stevens@kcl.ac.uk](mailto:edward.stevens@kcl.ac.uk)) or Mark Johnson ([mark.a.johnson@kcl.ac.uk](mailto:mark.a.johnson@kcl.ac.uk)) prior to event booking. Events must be aligned with the core work of our Centres.
- **If this is a REACH space event, you will not need a budget code but will still need to book the event through the AHRI.**
- **Your cluster Research and Business Professional services team should know the appropriate code.**
- Rooms booked on campus by departments have no charges on room hire. However, if you need to cancel a room it must be done a month in advance to avoid full room fee charges with King’s Venues.
- Ensure you ask all relevant questions before booking a room. These include:
  1. Date/times?
  2. Number of attendees?
  3. Accessibility requirements?
  4. Scale of event – will you need a more spacious/respectable room if you are engaging with the media?
- Ensure that a risk assessment and accessibility has been considered when booking a room. Also, if the event requires catering, make sure the room is compatible for food service.

Booking timeline	
Event Booking confirmation by KV	Immediately after availability is advised
Final room confirmation	1- month prior to Event
Catering Order	2 - weeks prior to event
Final catering order	1 – week prior to event
AV Requirements	4- weeks prior to event
Student Ambassadors	2 weeks prior to event
other	

## Rooms

King's College London has a variety of rooms to suit events of all sizes and styles. You can always start by referring to online room bookings and King's Venues site when deciding on which room suits your event best. The following table gives you an idea of the most popular spaces and their capacity.

Room	Capacity Seated	Standing	Restrictions
Edmond J Safra Lecture Theatre	253		No Catering
Nash Lecture Theatre	91		No Catering
Anatomy Lecture Theatre	195		No Catering
Lucas Lecture Theatre	320		No Catering
St David's Room	50		No Catering
Bush House Auditorium	395		
Bush House Lecture Theatre 1 BH (S) 1.01	120		
Bush House Lecture Theatre 2 BH (S) 4.04	90		
Bush House Lecture Theatre 3 BH (NE) 0.01	69		
Great Hall	200	250	
Entrance Hall		150	
Eight Floor Bush House Northside Southside	130	130 120	Compatible for Theatre, Cabaret, Reception and Banquet. Min catering spend £800
Council Room	50	60	
River Room	50	50	Minimum charges apply
Chapters		150	Minimum charges apply
Anatomy Museum	60	100	

Note: when deciding on room allocation make sure you have asked yourself all the right questions.

- How many people will attend this event?
- What are the catering requirements for your event?
- What are the AV requirements?
- What Accessibility options does this event need?
- Are there special security issues to be taken into account?
- Is media coverage required, and if so, does the venue have the space and access required?
- Who are the VIP guests, and how does this affect the planning?

Room	Capacity Seated	Standing	Restrictions
The Archade			No Catering
The Exchange			No Catering

## Central Department Contacts

All requests are managed through the King's Venues team. Please note that rooms MUST be confirmed by King's Venues (KV), so please don't confirm dates and locations with speakers until confirmed by KV.

If you need answers to specific questions you can contact the following relevant departments:

King's Venues: <https://internal.kcl.ac.uk/about/ps/estates/meetings-events/Kings-Venues>

- Great page to refer to when planning an event –any questions that you may come across about event planning can be found here.

AV Team: <https://internal.kcl.ac.uk/it/av>

- Can assist with every technical question, or equipment required for an event.

KV Catering Team: <https://internal.kcl.ac.uk/about/ps/estates/Kings-Food/Hospitality-and-catering>

- All catering must be booked through the KV catering team.
- They cater for every budget and accommodate all requests.
- The above link provides you with further information on food menu; drinks menu; T&C's and what rooms are available with catering.

Access Kings: <https://www.kcl.ac.uk/hr/diversity/get-involved/networks/access-kings>

- Great resource channel for access to support, communities, peers, advice and guidance on event spaces.
- Can assist with making positive changes to your event supporting Diversity and Inclusion.

Sustainability: <https://www.kcl.ac.uk/aboutkings/strategy/sustainability>

- Everything you need to know about sustainability at King's. Including:
  - How to be sustainable?
  - New and Events
  - Policies and strategy

### CHAPEL BOOKINGS

The Chapel is managed separately. For Booking and inquires please email: [natalie.frangos@kcl.ac.uk](mailto:natalie.frangos@kcl.ac.uk) or contact: 020 7848 2373

#### Chapel booking form

- Please note that Chapel bookings aren't taken on the day of the proposed event – no less than 15 working days' notice.
- The Chapel is free for services, prayer and reflection between 9am-6pm, Monday to Friday, during term time.
- Although there is no formal charge for use of the Chapel, we do expect that any groups from outside King's make a donation of £200.
- Please be aware that completion of this form does not guarantee use of the Chapel.



## Budgeting

It is very important that you are clear on the budget and the source of this for your event. Things to consider are:

- Where is the money coming from?
- What is the budget code?
- What type of event is it?
- What type of catering is required and for how many?
- What are the AV requirements and is additional services required?
- What are the costs of speakers? Flights and accommodation costs?

### Example of a Day Conference (40 people)

Description	Amount
Flights - x1 speaker	£850.00
Train Tickets	£85.00
Hotels - £95 x 5 nights	£475.00
Catering – Morning Tea Break - £3.10 x 40	£124.00
Catering – Lunch - £10.20 x 40	£408.00
Catering – Afternoon Tea Break - £2.75 x 40	£110.00
Catering – Evening Reception - £9.95 x 40	£398.00
Catering – Speakers Dinner - £25 x 12	£300.00
Catering – Water for speakers - £1.55 x 5	£7.75
AV – Microphones - £10 x 3	£30.00
Miscellaneous	£100.00
<b>Total Expenses</b>	<b>£2887.75</b>

### Example of an Inaugural lecture (150 people)

Description	Amount
Lapel microphone	£15.00
Roving microphone	£15.00
Clicker	£10.00
Recording equipment	£55.00
AV technician	£160.00
Editing	£30.00
Prosecco - £29 x 25	£725.00
Red Wine - £16 x 9	£144.00
White Wine - £16 x 9	£144.00
Beer - £4.00 x 50 bottles	£200.00
Sparkling elderflower	£144.00
Juice	£36.00
Sparkling water	£46.80
Canapes	£1050.00
Staff charge	£225.00
Printed invitations - x50	£15.00
Student ambassadors - £18 x2	£36.00
<b>Total Expenses</b>	<b>£3050.80</b>

Example of a Book Launch (30 people)

Description	Amount
White Wine £15 x 2	£30.00
Red Wine £15 x 2	£30.00
Staff charge	£75.00
Nuts mixed 90g - x3 serves	£23.00
Crisps sea salt 150g - x3 serves	£19.50
Total Expenses	£177.50

Example of a Panel discussion or symposium (50 people)

Description	Amount
Catering – Vegan meze platter - £3.70 x 25	£92.50
Catering – Finger food - £9.70 x 25	£242.50
Crisps sea salt 150g - £3.90 x 5	£19.50
Apple juice 1L - £3.80 x 6	£22.80
Orange juice 1L - £3.80 x 6	£22.80
Water 1L– sparkling - £1.55 x 5	£7.75
Water 1L– still - £1.55 x 5	£7.75
Staff charge	£75.00
Total Expenses	£490.60

Example of lecture (100 people)

Description	Amount
White wine £17.50 x 7	£105.00
Red wine £12.50 x 6	£90.00
Orange juice 1L - £3.680 x4	£15.20
Apple juice 1L - £3.80 x 3	£11.40
Water – sparkling - £1.55 x 3	£4.65
Wate – still - £1.55 x 3	£4.65
Caterinhg – Crisps sea salt – £3.90 x 8	£31.20
Catering staff charge £75 x 2	£150.00
Student ambassadors £36 x 2	£72.00
Total Expenses	£484.10

## Delegate Bookings

Taking bookings for all events and, more importantly, public events is mandatory for security reasons. This enables clear communication with your attendees and academic organisers. These platforms are a great tool for estimating catering numbers, briefing security of numbers attending and rostering of staff.

The two options for event bookings:

### Eventbrite – For all free events

AHRI login details: [ahri@kcl.ac.uk](mailto:ahri@kcl.ac.uk)  
password: ahri2017

Faculty login details: [aherevents@kcl.ac.uk](mailto:aherevents@kcl.ac.uk)  
Password: Arts&Hums1!

This site is immensely helpful as it enables you to create an event, add content, upload images, manage attendees, send invitations, connect with social media platforms and lots more.

Refer to full “Eventbrite user guide”

### King E-Store for paid events - <https://estore.kcl.ac.uk/>

To set up an account, simply go to <https://www.kcl.ac.uk/aboutkings/orgstructure/ps/finance/estore/estore>

Fill out Form – Add an event and send completed form to [estoreadmin@kcl.ac.uk](mailto:estoreadmin@kcl.ac.uk).

It is important when completing this document, you have a budget code to set the account up as all payments debited and credited will be accessed through this account.

## Promoting your event

There are many platforms at King’s College London when it comes to the promotion of events. The best contact is the Faculty Communications Team: [ahcomms@kcl.ac.uk](mailto:ahcomms@kcl.ac.uk)

This team can look after all communications for the event from creating ads, editing content and designing layouts. This team will support and guide you with advice on ways to best promote your event. It is best to set up Eventbrite page first before giving all material to comms teams as they can add the register link on the adverts. Comms can also assist with reaching out to several media channels for listings of larger events that would be beneficial for the college to get media coverage.

Communication platforms are as follows:

- Departmental email/newsletter
- AHRI Newsletter, Twitter account and Research Centre Twitter accounts.
- King’s website
- A&H events bulletin

And of course the three big social media platforms:



## Risk Assessment

A risk assessment is a systematic method of looking at event activities, considering what could go wrong, and deciding on suitable control measures. These control measures are designed to eliminate, reduce or minimize the risks of loss, damage or injury at your event. Below is an example of a standard [risk assessment](#) located in share point. It is critical that you look at your event as a whole and identify risks that may not be included in this document.



University of London

### General Risk Filter Form

1. Date: 17/01/20	2. Assessed by: Flo Cowan and Jack Gordon	3. Checked / Validated* by:	4. Location:	5. Assessment ref no./Issue no: (School/Directorate)/001/Issue no.	6. Review date:
7. Task / premises: Events within KCL.					

8. Task/Activity	9. Hazard	10. Who might be harmed and how	11. Existing measures to control risk	12. Risk rating	13. More detailed or specific assessment required
Event at KCL	Slips/trips and falls	Staff students and external attendees - Injury	<ul style="list-style-type: none"> <li>Report any maintenance concerns to Estates to be repaired.</li> <li>Ensure Estates have placed warning signs around wet floors or trip hazards.</li> <li>Event organisers to ensure floor power socket traps are closed.</li> </ul>	Medium	No
Event at KCL	Terrorism	Staff students and external attendees – Injury or loss of life	<ul style="list-style-type: none"> <li>Follow Security's advice in case of an incident.</li> </ul>	Medium	No
Event at KCL	Theft	Staff students and external attendees – loss of personal belongings	<ul style="list-style-type: none"> <li>Advise attendees not to leave their belongings unattended.</li> <li>Staff to lock valuables away in their offices and to lock office doors.</li> </ul>	Low	No

8. Task/Activity	9. Hazard	10. Who might be harmed and how	11. Existing measures to control risk	12. Risk rating	13. More detailed or specific assessment required
Event at KCL	Evacuation problems	Staff students and external attendees – inability to exit the building in case of emergency	<ul style="list-style-type: none"> <li>Ensure PEEPs are in place for staff or students.</li> <li>Follow King's evacuation procedure for the relevant room.</li> <li>Event organiser to ensure they are aware of relevant refuge points and emergency exits.</li> <li>Advise external attendees who are unable to exit the building unassisted in case of emergency to advise reception of this upon arrival.</li> </ul>	Medium	No
Event at KCL	Food poisoning	Staff students and external attendees – Sickness	<ul style="list-style-type: none"> <li>Only use King's food to provide food and drink.</li> </ul>	Low	No
Event at KCL	Protests	Staff students and external attendees – Injury from violence, reputational damage, damage to equipment or buildings	<ul style="list-style-type: none"> <li>Ensure high-risk events have been flagged through the King's Venues booking system.</li> <li>Seek advice if it is a high-risk event.</li> <li>Ensure security and reception have a list of external attendees.</li> </ul>	Medium	No
Event at KCL	Negative publicity	Reputational damage	<ul style="list-style-type: none"> <li>Ensure high-risk events have been flagged through the King's Venues booking system.</li> <li>Ensure ticket allocation has been organised in a fair and transparent way and that a guest list has been given to reception and security.</li> </ul>	Low	No

## Accessibility at King's

King's Venues have a range of spaces, with differing accessibility. It is very important to identify the nature of your event in the beginning and ensure that the room booked can host all attendees with different requirements safely and can be evacuated quickly and efficiently if required. The REACH space is designed to be neurodiverse friendly with sensory calm zones that include a fishtank and lots of plants.

To manage expectations, the best practice is sharing as much information about the venue and the event as early as possible. For example, include a link to the [AccessAble guide](#). This detailed guide lets you know what access will be like when you visit King's College. It looks at the route you will use getting in and what is available inside including any information about the format of the event. This should be done on the Eventbrite registration form. This should also be asked at the point of registration (on the sign-up form) to give attendees an opportunity to share their requirements and to ask any questions. Use the registration to share and gather as much information as possible. The sooner you do this the more time you have to make adjustments if you have to.

If you still have concerns, completing a risk assessment using the Health & Safety Services [Event Safety Planning](#) template (F088, and F091 if necessary) will be very useful. Note: This risk assessment is different to the standard and each event will require its own risk assessment to be completed or added on as additional if any activities are not covered already.

Some useful links:

- [Event Safety Planning](#)
- [Events FAQ](#)
- [List of wheelchair accessible teaching rooms](#)
- [Accessible Event Guide](#)

For further information please refer to: <https://www.kcl.ac.uk/hr/diversity/get-involved/networks/access-kings> or Email: [access-kings@kcl.ac.uk](mailto:access-kings@kcl.ac.uk) and they will be able to assist you with any specific inquiries.

## Sustainability

Organising sustainable events not only reduces their environmental impact, but can also benefit the main centers involved. Such benefits include:

- Financial advantages
- Positive reputation and improved image
- Social benefits
- Trigger innovation
- Raising awareness and inspiring change

Please see [Go Green Events Guide](#) for more details.

## Conclusion

Events require the assembly of people with a range of resources and skills so it's important to use all the departments listed in this guide when required and ensure that the academic is up to date with information at all times. It's vital that the key objectives are the front focus at all times. The different sections of this guide are designed and intended to offer guidance and advice for the different phases of the planning process. Planning and managing events can be a challenging yet very rewarding process. They require careful, considered planning from start to finish. The objectives of this guide are designed to support the delivery of a great event.