



Flagship Events

THINK
BIG

LSE
STUDENTS'
UNION

What is the difference between flagships and normal events?



A lot more risks involved that need to be on your risk assessment

More security required due to nature of speakers involved



A lot more pressure for you to organise!

More staff support required

What is the difference between flagships and normal events?



One-off events that require months of planning

Sponsors and external stakeholders involved

Larger budgets (£1000s+) and more financial risk

More attendees - possibly from other universities



What would be considered a flagship event?



Type of event:

- Conferences
- Symposiums
- Balls or large social events
- Awareness weeks
- One-off 'legacy' events that occur each year
- VVIP speaker events or panels
- Large concerts or performances

Other factors:

- Budgets over £3000 or a large percentage of your society account balance
- Over 200 attendees



Processes for Flagships



STEP ONE: Event Form

Deadline for AT: *1st September*

Deadline for WT: *31st October*

- Make sure to use the 'Large Event Form' for any flagship

Feel free to submit an event form with just the name/vague date/vague plan at first. We just want to know if it's happening!

STEP TWO: Planning

After each deadline, you will be assigned a staff lead.

They will meet you fortnightly, monthly, termly – whatever you both think is best.

As a heads-up, your staff lead might be leading on 30+ other flagships, so please be patient with them!

STEP TWO: Continued

During this stage, you and your staff lead might:

- Arrange logistics (AV etc.)
- Book venues
- Liaise with security
- Approve speakers
- Set up tickets
- Process payments/sponsorships
- Set up ticketing
- Order catering



Alcohol
consumption

Speaker is bringing external
security

Financial risk -
loss of money due
to not selling
enough tickets

Food hygiene

Crowd control

Flagship Risk Assessments: What to include

Trips and slips

Seating
arrangements

Lighting and audio - is
everyone comfortable with
the levels of noise and light

If a performance,
managing
disruption

Welfare of members
(e.g. will they be upset by
what is being said)

Things to consider when planning

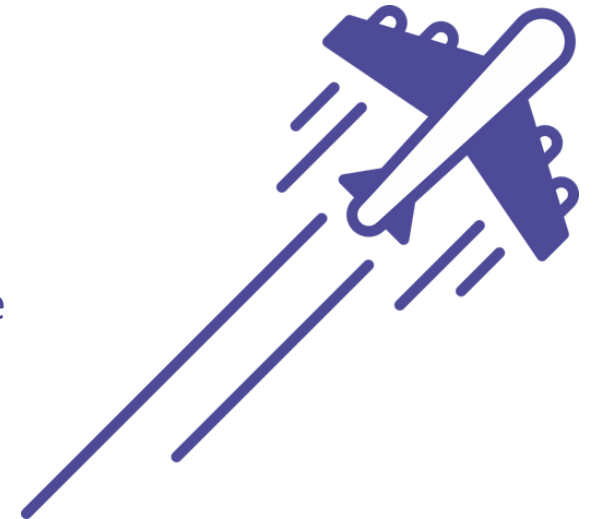


Venue and Contracts

- Deadlines for negotiations
- Clauses
- Payment schedule (make companies aware of our payment processes)
- Value for money
- Accessibility
- Is it a central location/easy to find

Budgets & Sponsorship

- Breaking even or making profit
- Contingencies (10% leeway)
- Deadlines for sponsorship income
- Estimating the cost per head
- Keeping prices accessible
- Consider whether you will allow refunds to tickets or not
- **Your budget is an active document**



What to expect from your staff lead



- **Regular meetings to discuss planning progress**
 - can be fortnightly, monthly, termly depending on the scale of your event (weekly is also possible but not preferred due to staff workload)
 - your staff lead may have worked on your flagship numerous times before so can tell you what went wrong, or how to improve
- **Signing contracts**
- **Processing invoices and reimbursements**
- **Budget advice**
- **Risk Assessment advice**
- **Liaison between your society and LSE teams**
 - we work closely with the DTS, Catering, and Estates team to arrange all logistics for your event
 - we will liaise with the Security Team if that is necessary for your event

Give us your feedback!

Please scan the QR Code to let us know how you found this session/the day.



Next Sessions

Category Specific Hour

- *Charity, Campaign, Political Societies, Activity and Special Interest, Media Groups and Careers and Academic Societies - Community Space (3rd Floor)*
 - *National and Cultural Societies - 6th Floor Café*
 - *Faith Societies – Faith Centre (2nd Floor)*
 - *Sports Clubs - Venue*





STUDENT LEADER
CONFERENCE

THANK YOU FOR
LISTENING

