

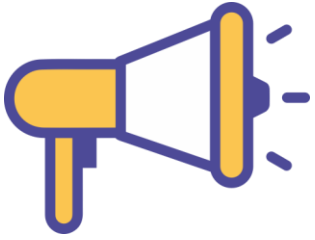


Leadership: Cultivating World Class Societies

STUDENT LEADERS CONFERENCE 2024

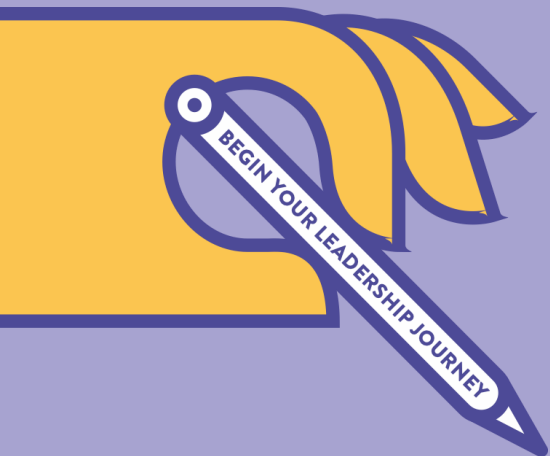
THINK
BIG

LSE
STUDENTS'
UNION



CULTIVATING WORLD CLASS SOCIETIES

01. **Hit the ground running – mapping out the year in alignment with your goals for your society**
02. **Timelines and time management – thinking ahead**
03. **Common struggles with event planning – anticipating challenges**
04. **Branding and marketing: tips to elevate your society's presence on campus**



PART I: MAPPING OUT THE YEAR

MAPPING OUT THE YEAR AHEAD



It will make your life easier if you roughly plan out the entire year of society events in advance, because...

- **Cool things take time:** for example, communicating and planning with high-profile guest speakers, reaching out to firms/NGOs for collabs with your society, putting together a sponsorship package, sending it out to X amount of organisations, planning collabs with other societies at both LSE and potentially other unis, etc – all of these things can end up taking a lot of time!
- **It helps you plan out different areas of your life:** having an idea of which months you plan to hold certain events will allow you to cross-reference with coursework and application deadlines + exam periods so you know when you'll need more time away from society commitments

MAPPING OUT THE YEAR AHEAD



Be intentional – this is your chance to build a personal legacy

Most societies, especially large ones, will have events or partnerships that occur each year. Don't let this stop you from creating your own legacy as a society leader!

Before you secured your role on a society committee you might have had a personal vision as to what you wanted this society to be. Think about all the things you'd want from a society and whether these are qualities you can build into your own society.

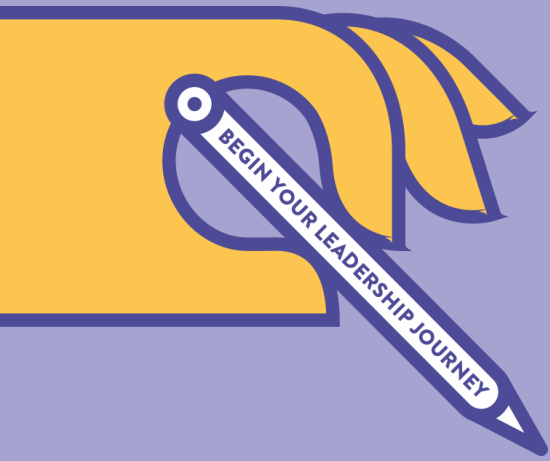
For example – do you think your society would really benefit from new initiatives like specific partnerships or collaborations with organisations, other societies, or even alumni? Maybe you identified something as lacking in societies before you decided to run for your position? This is your opportunity to step back and look at the bigger picture – what are your goals for your society?

MAPPING OUT THE YEAR AHEAD



How to approach mapping out the year ahead

- How many events can you realistically do across the academic year? This might differ based on the size of your committee or your other commitments but having a look at how many events your society did in a previous year can be a good guide!
- Make a plan of events in each month/term
- If you have any aspirational goals like inviting a certain speaker / fostering a specific collab / a flagship, conference or ball – note that down now so you can build a plan of action
- Make sure you and your society's other committee members are on the same page and get everyone involved! You can even delegate certain events to different committee leaders so everyone can their own little project in the form of a specific event they can lead on



PART II: TIMELINES AND TIME MANAGEMENT

TIMELINES AND TIME MANAGEMENT



Some important timeframes to be aware of further down the line:

SPONSORSHIP TIMEFRAMES

Some companies such as major law firms arrange their sponsorships for the entire year as early as July so if you have availability in the summer it is worth getting your sponsorship packages sent out in that time so you don't risk missing out!

EVENT FORM TIMEFRAMES (INCLUDING VENUES ON CAMPUS)

Refer to SU website guidance for minimum notice on submitted event forms:

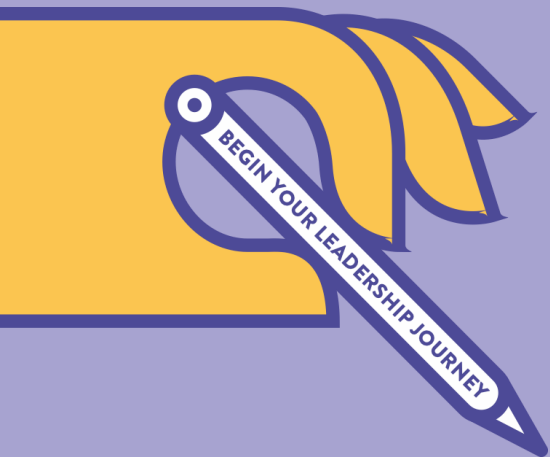
- Regular events: 10 working days

- Large/Speaker events (requiring a capacity of 75+ attendees or having external speakers): 1 month

Forms for flagships and large events (like balls or conferences) need to be submitted earlier:

- Term 1 Flagships and Large Events: 31st August

- Term 2 Flagships and Large Events: 31st October

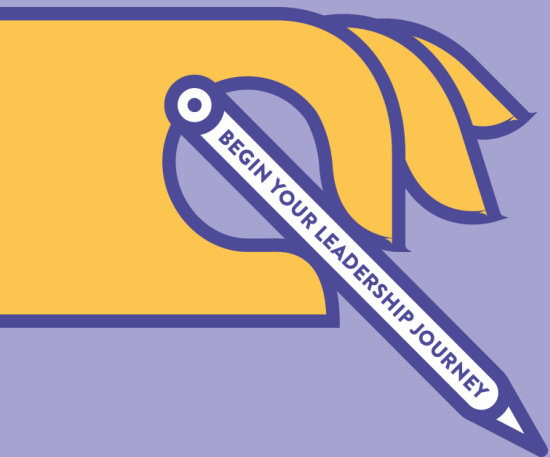


PART III: COMMON STRUGGLES WITH EVENT PLANNING

COMMON STRUGGLES WITH EVENT PLANNING



- 1) Not submitting event forms early enough (and then panicking when you realise you haven't gotten approval and the event is in a few days!)
- 2) Struggling to secure the larger venues on campus because of late notice
- 3) Securing academic chairs for events which are Open to the Public



PART IV: MARKETING + BRANDING

MARKETING + BRANDING: ELEVATING YOUR SOCIETY'S PRESENCE

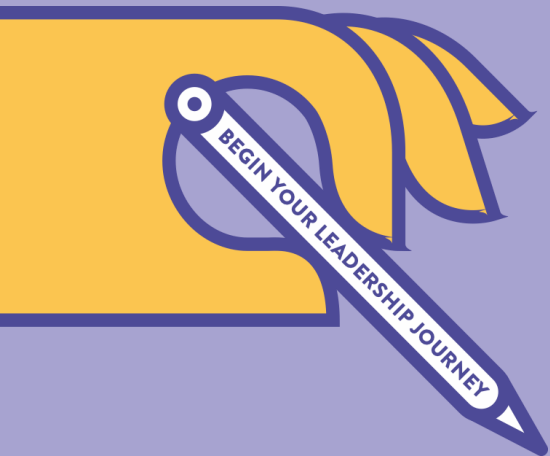


WAYS TO BOOST YOUR SOCIETY PRESENCE

SOCIETY COLLABS (other LSE societies/other London unis/other UK unis)

SUBMITTING FOR AWARDS (including LSESU Awards at the end of the academic year!)

LINKEDIN/INSTAGRAM (posting consistently can bring lots of opportunities your way)



Q&A

Next Sessions

- **Event Planning Essentials**
11:30 – 12:20 LSESU Venue (-2 Floor)
- **Working with Alumni: Relations, Engagement and Outreach (With LSE Alumni Centre)**
11:30 – 12:20 6th Floor Cafe



Give us your feedback!

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

