

# Reunion Guidebook







## Reunions with the University of Sunderland

Our alumni mean the world to us. With over 130,000 graduates in 32 countries, the University's impact is truly global. One of the many services we offer is helping to arrange and host reunion events. This booklet is designed to give you an idea of how to prepare and take part in a successful reunion for you and your former classmates.

### In the beginning:

- Who would you like to invite?
- How are you going to get in touch with them, Alumni Office, Facebook, LinkedIn?
- What is the format of your event, e.g. drinks, dinner, campus tour, etc.
- Think about how many people you need to aim for to make your event a success.
- Book a venue – consider the size and suitability for your planned event. Speak to the Alumni Office to get some advice. Do you want it on campus? [USO](#)
- If you are booking a venue on campus you will need to book catering through the University's catering company Aramark. Speak to the Alumni Office for assistance.
- Think about whether to charge for your event and how much. If you are pre-booking catering you'll be liable to pay, so ask guests to pay upfront.
- For off campus events give guests an idea of menus and how much they'll need to budget for the night.
- Think about the best date to suit your guests and event. E.g. a week day if you want to involve University staff or campus tours or a weekend if you want to attract people living out of the area.
- Will your guests need hotels? Check to see if you can get a discount on group bookings. Speak to the Alumni Office to see what deals the University can arrange for you.
- Check that your event does not clash with events happening at the same time such as major sporting events, public holidays, popular concerts in the area, etc.
- Find out if there is anything going on at the University that you could include in your event, e.g. public lectures or seminars. Check [www.sunderland.ac.uk](http://www.sunderland.ac.uk) for details. [USO](#)



## Finance

- Budget. Cost the event as accurately as possible and fix a budget. Ensure you include everything including room hire, catering, postage etc.
- Check to see if your venue/catering company needs a deposit.
- Set a charge per head if appropriate (including drinks). This can ensure commitment.
- Check if there is a venue cancellation fee. If your event needs to be cancelled you don't want to be left with the bill!

## PR and Publicity

- Talk to the Alumni Office who can help publicise your event on their website, email e-newsletter and social media channels.
- The Alumni Office can't provide you with contact details but will be happy to send out invitations on your behalf.
- Set up an event/reunion group on Facebook and invite as many people as you can find. It's amazing how the word will spread.
- For more formal events draft an invitation letter including an RSVP date, request special dietary requirements and any access requirements.
- Invite or publicise your event at least six weeks before the event date. It's never too early!

## Guests

- Keep a record of RSVPs and any payment details (if applicable).
- Confirm all of the arrangements with your guests two weeks before the event takes place.
- Don't forget to let the venue know about any special dietary requirements or access requirements.







## Staffing/hosting

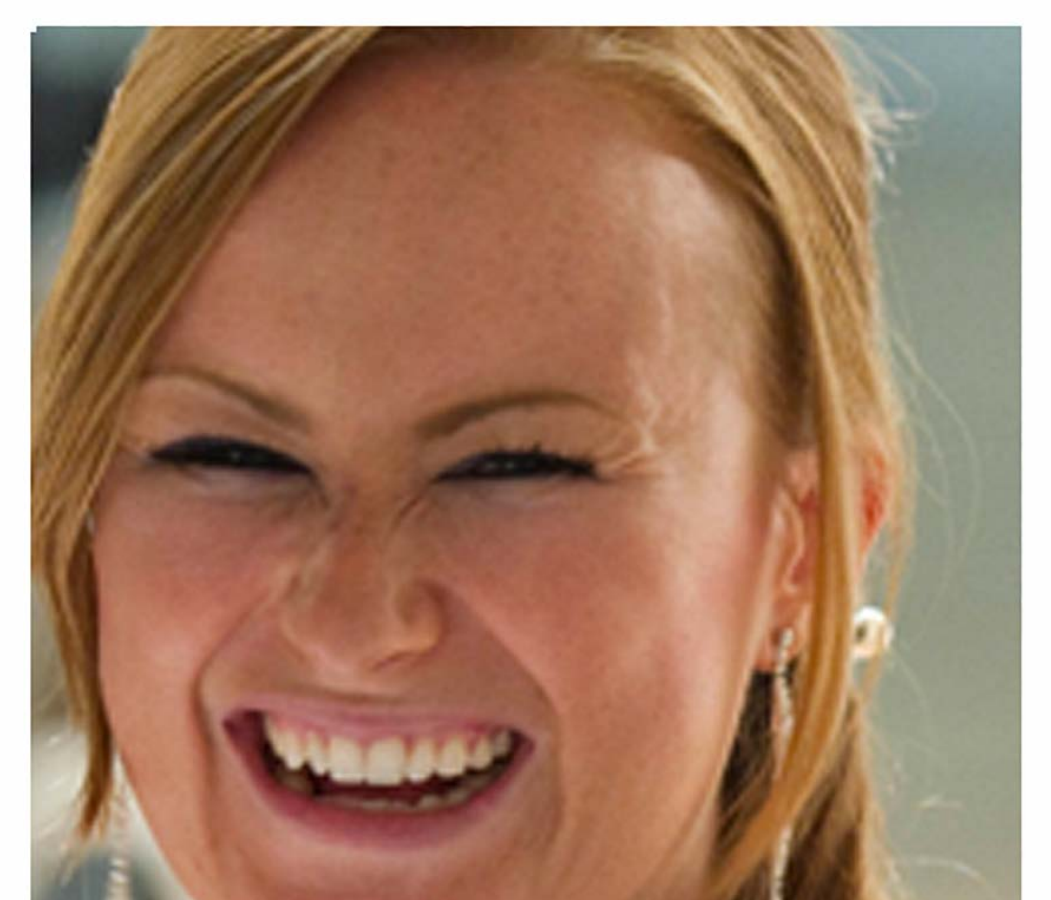
- Nominate one person to be the event co-ordinator/host on the night (probably you!).
- Think about whether you would like the Alumni Officer to be present.
- Do you need a tour guide for a campus tour? The Alumni Office will advise you.

## Catering

- Book a suitable venue for your event and the number / type of guests. This can include the University's in-house catering company Aramark or restaurants/bars.
- Consider what type of food will be suitable and then ask for menus to make your choice.
- Think about whether your event is informal or formal (sit down or stand up, fingers or knife and fork, a la carte or cheap and cheerful).
- If you have booked a catering company or Aramark, do you require catering staff to be present (this is chargeable)?
- Are you serving alcohol? Check the venue has a licence and make sure all guests are over 18!
- Remember to include drinks in your price per head.
- Do you need a pay bar? This can be provided by Aramark or National Glass Centre at a cost. *or included in some venues such as the Students' Union venues*

## Nearer the time

- Arrange a visit to the venue and pay deposits where applicable.
- Confirm accommodation requirements if applicable.
- Send final details to your guests two weeks before the event.
- Let the Alumni Office know how your arrangements are going and if you need any further involvement from them.





## On the day

- For larger events consider ticking guests off a list so you know who is there.
- Take lots of photos and send them to the Alumni Office.
- Enjoy yourself!

YOUR PHOTO HERE!!!



OR HERE?





## Useful contacts

### Alumni Office:



Elena Perez - Alumni Officer

[elena.perez@sunderland.ac.uk](mailto:elena.perez@sunderland.ac.uk)

0191 515 3746



Sarah Hunt - Development Administrator

[sarah.hunt@sunderland.ac.uk](mailto:sarah.hunt@sunderland.ac.uk)

0191 515 3664

### University Venues:



National Glass Centre

0191 515 5555

<http://www.nationalglasscentre.com/home.html>



CitySpace

0191 515 2009

[cityspaceenquiries@sunderland.ac.uk](mailto:cityspaceenquiries@sunderland.ac.uk)