ENGAGE WITH STRATHCLYDE   Call for Expressions of Interest 2022

Guidance Notes

The aim of Engage with Strathclyde is to encourage and strengthen the University's collaborations with business, government and the voluntary sector. The initiative provides you with support to host an event including communicating your research and KE to an existing or new audience.

Engage with Strathclyde in 2022 will focus primarily on events that can be held online or in a hybrid style with a small number of flagship or strategic in-person events.

Engage with Strathclyde's programme of events regularly attracts more than 1000 external visitors from around 600 organisations to the University. The Engage with Strathclyde approach has been beneficial to enhancing external partnerships in the following ways:

- Providing an opportunity for networking with both academic and external partners;
- Promoting recent developments in research and innovation;
- Scoping industry engagement for future collaboration in discrete areas;
- Identifying relevant external partners to approach for research and KE applications.

How to get involved

If you have an idea for an event during Engage with Strathclyde 2022, which will take place from 3rd -13th May, please complete the [online expression of interest form](#) with as much information as you can.

You will be asked:

- The title of your event;
- The preferred format for your event
- Your level of confidence in running an online event. Please see below for event selection criteria.
- Your proposed aims and KE objectives
- The details of the organising team (for example colleagues, external organisations and administrative support);
- Who your target audience is; and whether you are already in contact with them.
- Your plans for follow up and your desired outcomes, and how you will measure those.
- Your plan for marketing your event (include details of any twitter handles, Instagram accounts that will be used, if relevant)
- Which of the University's Strategic Themes or Clusters your event aligns with
- If you have discussed your event with your Vice Dean Knowledge Exchange or Knowledge Exchange Lead within your faculty/department/school

This is the first stage in designing an event and will act as a catalyst for discussion with a member of the Engage Team in the weeks following your submission.

If you are at the early stages of considering whether holding an event would help you achieve your objectives, the Engage with Strathclyde team would be pleased to work with you to develop your idea. Contact the team at: engage-week@strath.ac.uk to arrange a meeting.

Event Assessment Criteria & Support available

On receipt of the expression of interest, a member of the Engage Team will contact you to arrange a meeting, this will enable the team to understand the aim of your event, how it fits into the programme as a whole, and align appropriate resources.

Engage 2022 will be managed by a small team from RKES with some additional support from colleagues in other professional services. As such the number of events that can be fully supported this year may be less than in previous years and events will be assessed based on the following criteria:

- **Reputational or strategic importance to Strathclyde**
- **Clearly defined KE Aims, Objectives & Outcomes**
- **Clear follow up plans & impact potential -** *Priority will be given to events that clearly demonstrate the ability to grow our research & KE.*
- **Alignment with Strathclyde Strategic Initiatives/Collaborative Networks**
- **Lead organiser experience of events and/or support they are able to resource**
- **Event size and complexity**

It is our intention to provide support across three tiers of events

Tier	Event Criteria	Support available
Tier 1:	- Shows alignment with Strathclyde Strategic Initiatives/collaborative networks - Definite strategic partner involvement - Strong potential to engage large strategic audiences - Strong impact potential - Strong potential for lasting legacy - Large, complex event - Reputationally important to Strathclyde	Where possible and where needed, Engage team provide high level of support
Tier 2:	- Some alignment with Strategic Priorities - Some partner involvement - Unknown/medium potential to engage targeted audiences - Unknown/medium impact potential	Engage team provides guidance, marketing documentation, web presence and online booking system. With additional support where possible and where needed
Tier 3:	- Small meetings/events - Small number of partners - Minimal complex requirements - Lead organiser confident in delivery of event - Low reputational risk	Engage team provides guidance, marketing documentation, web presence and online booking system. Organisers responsible for running event

All successful events will benefit from the following support package

- Web page for your event on the Engage with Strathclyde system
- Listing for your event on the Engage with Strathclyde calendar
- Online promotion of your event
- Online booking system to record registrations and attendee requirements
- Advice on GDPR etc
- Event evaluation survey distribution

In addition, Tier 1 & 2 events may access the following:

- On the day resource to help manage technical aspects of event
- Technical support for Zoom or other similar platforms
- Catering (in person or hybrid events only)

Please note that if you are planning a large event, or one which will attract an international speaker or audience, and you would like to confirm dates before the closing date then please get in touch as soon as possible.

There may be other key events which don't fit into the timeframe and which will be considered for support by the team at other times of the year.

Engage with Strathclyde Timeline

January 2022 – call for proposals open
End of February 2022 – programme confirmed and events scheduled
March 2022 – web pages go live and promotion begins
April 2022 – finalise details for all events
May 2022 – events
May 2022/June 2022 – evaluation of events and overall programme