

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 2021 will focus on an innovative online programme of events which will take place over the month of May (4th – 28th May)

Engage with Strathclyde's programme of events regularly attracts more than 1000 external visitors from around 600 organisations to the University and the aim is to replicate this in a virtual setting by utilising technology to make our events accessible to a wide audience. 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 2021, which will take place from 4th – 28th May, please complete the online expression of interest form with as much information as you can.

You will be asked:

- The subject area of the event;
- Your proposed aims and KE objectives (50-100 words);
- The details of the organising team (for example colleagues, external organisations and administrative support);
- Details of your (or your teams) technical experience with using online event platforms (like Zoom)
- 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 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.

Support from the Engage with Strathclyde Team

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 week as a whole, and align appropriate resources.

A typical resource package includes promotion of your event via the Engage with Strathclyde website and as part of an online marketing campaign; an online booking system to record registration; identifying and allocating training and/or technical support for Zoom and other forms of logistical support as necessary. The Engage Team can also assist with aspects of holding an online event such as GDPR, copyright and the recording of online events.

The meeting will also be an opportunity to clarify the elements of the event that are your responsibility as event organiser. We will then ask you to provide more information about your event which can be used for marketing.

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.