

Worldwide



Celebration

London
Business
School

WAC 2025

Organiser handbook

WAC is a unique annual event celebrating London Business School's incredible network of over 56,000 international alumni. Each year, over 60 events take place globally, ranging from intimate gatherings to large-scale events, organised by alumni Club Leaders and volunteers.

As one of our longstanding alumni traditions, this event aims to strengthen engagement among community members, donor relations and enhances the sense of belonging to a truly worldwide community.

WAC is an opportunity to reconnect with and mobilise the community.

As a Club Leader, you play a vital role in our community by welcoming new graduates, promoting lifelong learning opportunities and encouraging networking among peers. You represent London Business School and your role is crucial in shaping the experiences and opportunities for your club members.

Organising a WAC event offers a unique opportunity to demonstrate your leadership, elevate your club's visibility within the alumni network and deepen the sense of community among members. It's also a valuable moment to connect with alumni who may not usually engage, revitalising your club's activity and helping to sustain its momentum throughout the year.

WAC 2025

From London to Lagos, New York to New Delhi, our Worldwide Alumni Celebration returns, uniting the London Business School community across continents and time zones.

WAC 2025 celebrates the power of global connection and the lifelong bonds built through the LBS experience. Whether you're joining a city event or an intimate local gathering, this is your moment to connect, reflect and be inspired. Celebrating the diversity and shared spirit that connects our community across borders, WAC highlights how the LBS network brings people together, in business and beyond. Join fellow alumni from around the world in honouring the connections, collaboration and a community that truly goes beyond borders.

Checklist 1: Before your WAC

This year WAC will take place on **Thursday 16 October 2025**. We encourage Club Leaders to organise their events on this day or as close to it as possible to maximise participation, while considering national and religious holidays, or other local factors.

- ❑ **Event format:** Consider the event's purpose and audience's preferences when selecting the most suitable format. Choose an option that will be well-received by your community (e.g. social gathering, networking event, drinks reception, speaker session, sit-down dinner, family picnic or workshop etc).
- ❑ **Volunteer team:** Recruit committee members and volunteers to help organise your event. Involving others at this stage not only lightens the planning load but also creates a sense of shared ownership, helping to nurture future leaders and strengthen the club's long-term community ties.

Let us know the date and the details of your event by [completing this form](#).



- ❑ **Registration:** Please let us know how you plan to manage attendee registration.

We can create an event booking page on our Eventbrite platform and share access with you. This enables you to monitor attendee numbers and amend event details. Please note, we can only process ticket payments in GBP.

We understand that you may have a local ticketing system that works better. If you set up the event using that system, please ensure access is granted to alumnivolunteering@london.edu. This is essential for us to view the attendee lists prior to the event and prepare briefings for any leadership travel.

- ❑ **Event promotion:** We will then feature your event on the alumni events page at LBS Alumni Events to boost visibility and participation. By showcasing your WAC event through School channels, you increase your club's visibility and credibility, helping to raise its profile within both your region and the wider LBS network.



Secure a venue that is conveniently located. Where possible, use your network to access a venue free of charge through in-kind support. Consider the following venue details:

- ❑ **Location:** Is the venue centrally located and easily reached?
- ❑ **In-kind opportunities:** Are there opportunities to obtain a venue in-kind through your network?
- ❑ **Capacity & Flexibility:** What is the venue's capacity? Can they be flexible and accommodate if numbers change close to the date?
- ❑ **AV Equipment:** What AV equipment is available? This is particularly important if you have a speaker event. Does the venue have Wi-Fi?
- ❑ **Branding:** Can the LBS brand be incorporated in the space?

A well-executed event creates space for meaningful connection, encourages collaboration and demonstrates the strength and value of the alumni network in your region.

Financial contribution from LBS: For reasonable financial support with venue hire cost please submit your business case by completing the **Annual Event Planner & Funding request form** by **Thursday 31 August**.

Use ticket sales or 'pay your own way' options to supplement event expenses. LBS can support advance costs like deposits and branding but cannot cover alcohol consumption. For more information, please refer to the Club Leaders Guidance.

Alumni Data: You can request access to LBS alumni data in your region to help grow your club. Subject to a signed **GDPR form**, we can share contact details for alumni in your area. This outreach not only broadens your reach but also presents a chance to engage alumni who may not have participated recently, reinvigorating connections and expanding your network.

If you have any questions, please email wac@london.edu.



How to promote your event

- ☐ Share your event details with us using [this short form](#) to be listed on the School website and be included in upcoming communications.
- ☐ Post your event and registration link on your club's page on LBS Hub.
- ☐ Send an email invitation to alumni in your area using the contact list offered by LBS.
- ☐ Use social media and share your event on the official LBS Alumni LinkedIn group with #WhyILoveLBS

Promoting your event effectively helps generate excitement and can boost both turnout and engagement.



Checklist 2: WAC event

- ☐ **Leverage Digital Resources:** Use the digital WAC resources, including branded materials and the latest School updates, to bring your event to life.
- ☐ **Capture the Moment:** Take a group photo at your event.
- ☐ **Track Attendance:** Ensure all attendees are checked in and recorded.
- ☐ **Social Media Sharing:** Share photos and highlights from your event on social media using the hashtag **#WhyILoveLBS**
- ☐ **Announce Club Actions:** Take the opportunity to communicate any club-specific initiatives, such as calls for new volunteers or upcoming event dates.

Checklist 3: Post WAC event

Thank you for your efforts in bringing the LBS community together for the Worldwide Alumni Celebration! After the event, please follow a few steps to help us understand how we can better support you in the future.

- ❑ **Submit to Alumni Engagement:** Email the following to wac@london.edu or alumnivolunteering@london.edu:
 - Attendance list
 - Group photo
 - Receipts for reimbursement (if applicable)
- ❑ **Provide Feedback:** Take a few moments to complete a survey and share your feedback with the Alumni Engagement Team.

It would also be great if you could support the Campaign by sharing news and updates on how alumni are supporting LBS with donations at all levels and encouraging regular support at participation level from within your local community.

What to expect in your WAC Pack

This year we will send you a digital WAC Pack with branded materials and provide you with digital assets to help you celebrate your WAC.

This will include:

- Organiser checklist for pre-during-post / WAC organising instructions/reimbursement process
- Email/Eventbrite banners
- Link to the Club-specific roll-up banner, which can be printed and reimbursed
- Social media assets
- Artwork for producing posters, flags, bunting and coasters

Later in September, you will also receive suggested activities, school updates, and other information you might want to share.

Here's to



connections

Eventbrite guidance:

If you asked the Alumni Engagement team to set up an Eventbrite booking page, you will have full access to manage your event.

Please use the following guides for easy navigation and management of the booking page.

- ❑ [Change your event details](#)
- ❑ [Create and edit ticket types](#)
- ❑ [Create a promo code for your event](#)
- ❑ [Send a message to your attendees](#)
- ❑ [Download attendee list before the event](#)
- ❑ Check in attendees on the day
 - [From the computer](#)
 - [EB App](#)
- ❑ Process [refund](#) - please note each event is set up with a standard 7-day refund policy.