

London  
Business  
School

---



# Worldwide Alumni Celebration

**Organiser handbook**

## Worldwide Alumni Celebration

WAC is a unique annual celebration of London Business School's incredible network of over 54,000 international alumni. Every year over 60 events take place in cities around the world, ranging from intimate gatherings to large-scale affairs organised by alumni club leaders and volunteers. As one of our longstanding alumni traditions, this event aims to strengthen engagement, donor relations, and a sense of belonging to a truly global community.

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

As a Club Leader, you're such an important part of our community. The conversations that you have with alumni have a huge influence. You make them feel welcome when they have just graduated. You share with them the opportunities for life-long learning and encourage them to network amongst their peers, for everyone to benefit. You represent London Business School.

### **WAC 2024**

Get ready to step back in time to the swinging sixties at London Business School's Worldwide Alumni Celebration. This year, we're channelling the vibrant energy of London's iconic decade. From intimate global gatherings to grand events in London, Dubai and New York, we'll capture the spirit of this transformative era. So, whether you were a part of the early days or are a recent graduate, join us for a night of nostalgia and excitement as we celebrate the unforgettable decade when our School was founded, and look forward to the next 60 years of innovation and impact.

## Checklist 1: Before your WAC

This year WAC will be taking place on 17 October 2024. However, we understand that some countries might prefer to hold their WAC on a different date within October due to religious and national holidays, or other local considerations. To ensure maximum participation and convenience for all, we encourage club leaders to organise their events as close to Thursday 17 October as possible.

- Consider how the purpose of the event and information you have about the audience feeds into the format, what will be most appreciated by the community (social event, networking, drinks reception, speaker session, sit-down dinner, family picnic, workshop, etc.)?
- Recruit committee members or volunteers to help organise your event.
- **Let us know the date and details of your event** by completing [this short form](#)
  - Upon receipt, the Alumni Engagement Team will generate an Eventbrite booking page specifically for your event, granting you the ability to modify event details, monitor bookings, and oversee attendee management on the day of the event. Please check the last page of this handbook for Eventbrite guidance.
  - We will also feature your event on the alumni events page, accessible at [LBS Alumni Events](#) to enhance visibility and participation.



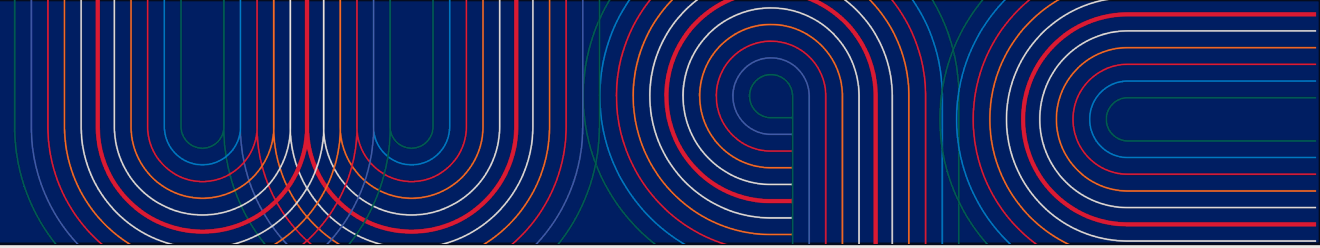
- **Secure a venue** in a convenient location – look within your network for in-kind opportunities to access venues free of charge. Venue details to consider
  - Is the venue centrally located and easily reached?
  - Are there opportunities to obtain a venue in-kind through your network?
  - What is the venue’s capacity? Can they be flexible and accommodate if numbers change close to the date?
  - What AV equipment is available? This is particularly important if you have a speaker event.
  - Does the venue have Wi-Fi?
  - Can the LBS brand be incorporated in the space?
- If required, request additional financial support to help with venue hire costs on this [Annual Event Planner & Funding Request form](#). Ticket prices or ‘pay your own way’ should be used to supplement your event costs.
  - Please incorporate any WAC funding requests into your Annual Event Planner & Funding Request Form. The money requested should be used to help cover advanced costs such as deposits. Funding cannot cover alcohol consumption, which should be covered by ticket sales.
- Utilise the data offered by LBS about the alumni in your region to support your club’s growth. Pending a signed [GDPR form](#), we can provide a list of contact details of alumni in your area.

**If you have any questions please email [wac@london.edu](mailto: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 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 #LBSWAC



If this is your first time completing a reimbursement from LBS, please fill out the [expense claim form](#) to set up visitors.

## Checklist 2: WAC Event

- Utilise the digital WAC resources available such as branded materials and the School update to bring your WAC to life
- Take a group photo
- Record who attended the event (Eventbrite has the functionality to check in attendees)
- Share photos on social media using the hashtags #LBSWAC and #whyilovelbs
- Announce any club-specific call to actions (such as a callout for new volunteers) and save the dates

## Checklist 3: Post WAC

- Send to the Alumni Engagement team by emailing [wac@london.edu](mailto:wac@london.edu) or [alumnivolunteering@london.edu](mailto:alumnivolunteering@london.edu):
  - Attendance list (downloadable from Eventbrite)
  - Group photo
  - Receipts for reimbursement (if applicable)
- Share feedback to the Alumni Engagement team by completing a survey
- Help us build support and continued momentum for the Campaign across your local community: share Campaign news and updates with your club members and encourage individual support

## 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 Club-specific roll-up banner which can be printed and be reimbursed
- Social media assets
- Artwork for producing posters, flags, bunting and coasters

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



## Eventbrite guidance

In response to feedback and to assist club leaders with the management of WAC events, the Alumni Engagement team will now handle the creation of the WAC Eventbrite booking pages. Once it's set up, you will have access to manage your event. Please use the following guides for easier navigation of the 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](#)