Event management

Organising and holding FAU image events

1. What are image events?
   - Image events are organised centrally for the whole of FAU
   - Objective: Enhancing the image, reputation and visibility of FAU
   - Not academic events (seminars, conferences etc.)
   - Focus on FAU as a whole

2. Examples of image events
   2.1 Scholarship ceremony
      - Since 2011, FAU has awarded the Deutschlandstipendium scholarship to outstanding students
      - At the beginning of the year, FAU issues invitations to the scholarship ceremony
      - Location: Germanisches Nationalmuseum in Nuremberg
      - Target group: Donors and Deutschlandstipendium scholarship holders
      - Number of participants: approx. 350
      - The President awards students their scholarship certificates during an official ceremony
      - Objective: Scholarship holders and donors have the chance to meet each other in a formal setting and make the most of networking opportunities

   2.2 Graduation ceremony recognising the achievements of doctoral graduates and alumni
      - Was established in 2018 upon the 275th anniversary of FAU
      - Great success, now held every year
      - The event consists of two parts:

   2.2.a) Alumni Dinner
      - Target group: The President awards alumni who obtained a doctoral degree from FAU 15, 25 or 50 years ago their own personal commemorative certificate during a gala dinner
      - Location: 2020 Heinrich-Lades-Halle in Erlangen, 2021 in Nuremberg (in alternate years)
      - Number of participants: 250 alumni + one guest each + Executive Board + deans = approx. 500 people
      - Objective: Combined friendraising and fundraising event, but also an opportunity to honour alumni for their achievements, which often went unremarked in the past (no special graduation caps or ceremony, degree certificate simply sent by post)

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1We are currently planning other alumni reunion concepts for graduates who have not completed a doctoral degree.
2.2.b) Doctoral graduation ceremony

- A central doctoral graduation ceremony is held on the day after the alumni dinner
- This is offered in addition to the graduation ceremonies offered by each of the individual faculties
- For all faculties
- Target group: Doctoral candidates from the current year together with alumni
- Everyone receives a graduation cap and an FAU sash
- The President hands over a commemorative degree certificate to all doctoral candidates on stage
- Location: 2020 Heinrich-Lades-Halle in Erlangen, 2021 in Nuremberg (in alternate years), the ceremony unfortunately had to be cancelled in 2020
- Number of participants: approx. 800-1000
- Objective: Friendraising and fundraising, but also to increase appreciation of doctoral degrees on a larger scale, an opportunity for young and old to come together and share experiences, professional commemorative photos with graduation cap, photo walls etc.

2.3 Dies academicus

- Once a year on 4 November, FAU celebrates the date when the University was established in 1743.
- Target group: all members and students of FAU as well as guests from politics and business.
- Location: 2019 on the FAU campus in Nuremberg (celebrating 100 years of the School of Business, Economics and Society), 2020 as an online stream and on the local television channel Franken Fernsehen (recorded in Erlangen), 2021 in Nuremberg
- Number of participants: approx. 500
- Long-term goal: For the number of students to exceed the number of guests
- Objective: To underline FAU's position in respect to a certain topic, look back over the most important events and developments in the past year and look forward to the plans and projects FAU has in the pipeline for the coming year
  - Followed by a reception
  - As well as celebrating the 'birthday' of the University, the Dies is an opportunity for members, friends and supporters of the university to chat and spend an enjoyable evening together.

2.4 FAU Awards

- Awards presented prior to the Dies academicus (honorary senator, ambassador, teaching awards, prize for the promotion of equal opportunities and diversity, FAU distinguished service medals etc.)
- For the first time in 2020 in the Heinrich-Lades-Halle, Erlangen
- Target group: Award winners with guests
- Combination of award-giving ceremony and dinner

2.5 Other events

- New students' welcome event: each year at the beginning of the winter semester in the Heinrich-Lades-Halle, information stands for new students, held as a virtual fair in 2020
- Brown bag breaks (for research alumni): cross-faculty, 3-4 times a year, approx. 50 participants
Career talks: several times a year, following the motto ‘students ask the questions, alumni provide the answers’, experienced graduates talk about their career paths and explain what their everyday working life looks like, approx. 20-40 participants

Random lunch: The President invites professors, administrative staff, doctoral candidates or trainees selected at random to join him for lunch in his office, once per semester

‘Jugend forscht’ competition for young scientists

Events during the coronavirus pandemic 2020: Bergauf and #FAUSommernacht were offered as a live stream or pre-recorded video

3. Support with branding
   - Branding advice and materials for your event:
     - Various FAU screens with textile prints (various sizes, various motives), charges apply
     - FAU floral arrangements (contact to florist), charges apply
     - FAU cubes, charges apply
     - Further PR material such as roll-ups or beach flags (order via form on website)
     - Giveaways can be ordered free of charge in the FAU shop e.g. small pads of paper, jelly bears, lapel pins, magnets... (with an FAU customer account)

4. FAU event calendar
   - Online: https://www.fau.de/veranstaltungen/fau-weite-veranstaltungen/
   - Outlook calendar: ‘FAU Events’ – Outlook calendar → ‘open calendar’ → search for ‘FAU Events’
   - The calendar shows the FAU highlights for the year, such as the Schlossgartenfest and other centrally organised FAU events
   - All members of staff can refer to the calendar to find out about important events taking place at FAU
   - If you are planning an event, you can check whether a central FAU event is already scheduled for that date and choose another date if necessary

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