

## **Best Major Event**

### Brief overview

Cocktails for Change was a night to celebrate the efforts those at Lads Without Labels and the wider student community are taking to improve the wellbeing of our students, whilst also highlighting the need for more.

The 220 attendees heard Steve Hansens and Jazz Thorntons's unique perspectives and story with their wellbeing journey. Attendees will also enjoy live music performed by local UC talent and a lavish selection of food and beverages on offer for the evening, accompanied by industry professionals who care for protecting student wellbeing.

### What were the aims of the event or initiative?

Cocktails for Change sets a precedent for purposeful student-led initiatives in which a positive wellbeing culture is emphasised and celebrated.

A summary of Cocktails for Change's key objectives are:

- Raise funds for the creation and continuation of student-led wellbeing initiatives
- Spread awareness of Lads without Labels' charitable mission
- Establish and maintain sponsorship relationships, providing them an opportunity to interact with the UC student body
- Provide a safe space for conversation, and one in which mental health is destigmatized.
- Host a world-class evening, in which every detail aligns with Lads without Labels mission, and reflects accordingly on the strength of our doings.
- Provide the opportunity to hear unique and powerful stories in mental health, having icon people within our community normalise the conversation.

Furthermore, funds from the night will go directly to develop a peer support wellbeing program at UC, led by students, for students. View more about this initiative here:

<https://bit.ly/cocktailsforchangemedia>

### How did you make it happen?

I don't think I can capture just how much time and energy Cocktails for Change demanded, and for 10-weeks prior, I ate, slept, and breathed the event. Ultimately, without our commitment, Cocktails for Change wouldn't have been held to the calibre it was, and our charity would not have the relationships, and connections it has now. Because of this commitment, I have not a single doubt in my mind that our wee charity has an incredibly promising future. We are also very proud to represent our stakeholders, such as the UCSA, with such a quality event.

The process featured some key milestones. Firstly, outreach material was prepared, including various communication templates, a 10-page event brochure, and

marketing campaign material. Through effective communication and being personable, we managed to secure the following sponsors; AECOM, Miles Construction, Trollope & Co, Powell Fenwick, Generation Homes, Fulton Hogan, Armitage Williams, Cook Costello, Naylor Love, MAS, ENGCO, KPMG, and Beca. We also saw 87 UC students attend.

Next we constructed how the night functioned. This included planning theming, lighting and sound, speakers arrangements, MC, live music, stationary, photography and videography, a silent and live auction of 20 items, and our custom food and beverage menu. This came to an operating budget for the event of \$31,280.96.

All-in-all, an event of this nature was made happen by 3 university students who did this for free, on top of their studies. I am immensely proud of what we achieved as we can pass our charity onto next year's executive team satisfied with our efforts.

#### How did you show your commitment to sustainability?

Sustainability was a conversation had very regularly throughout the execution of Cocktails for Change. Like all events of this nature, recyclable practises and products were used by all the 3rd party suppliers.

In terms of event sustainability (ability to continue to exist into the future), various continuation measures have been put in place including; documentation detailing stakeholder feedback, suggested improvements, and suggested timeline of events; various future sponsorship meetings and agreements; and a complete media campaign.

#### Do you have any supporting evidence?

##### Media and Communications

Event Photography

<https://bit.ly/cocktailsforchangemedia>

Event Brochure Flipbook

<https://bit.ly/cocktails4change>

##### Feedback

UC Community kudos

[https://drive.google.com/file/d/1FrByvAyH97s25cM4mvLBVsFZNYkS\\_DT/view?usp=sharing](https://drive.google.com/file/d/1FrByvAyH97s25cM4mvLBVsFZNYkS_DT/view?usp=sharing)

Attendee takeaway

[https://drive.google.com/file/d/1cOwmodDm8zJDeixONow2\\_bEQ3yd3MjdA/view?usp=sharing](https://drive.google.com/file/d/1cOwmodDm8zJDeixONow2_bEQ3yd3MjdA/view?usp=sharing)

#### Link to video

<https://drive.google.com/file/d/1b35bpXDzapbWk83GI6yso8OK30XbpnQr/view?usp=sharing>

