



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■

## Events Combined Application Form

### Events leaflet/ Events website/ Public lecture programme

Please note, this form is only relevant to those departments holding events in the larger lecture theatres on campus. These are: Peacock Theatre, Old Theatre, Sheikh Zayed Theatre, Hong Kong Theatre and Wolfson Theatre.

If your event is not taking place in one of these venues, it is not possible to advertise the event in the printed programme due to limited space, but you can still advertise online by completing the [online form](#)

## Instructions

1. If you wish to advertise your event in the events leaflet, please complete the form on Page 2 **Events Leaflet Submission**.
2. For the event to be uploaded automatically to the events website on publication of the events leaflet, please provide the additional information request in the **Additional Information for Events website** form on Page 3.
3. If you wish to apply for the Public Lecture Programme (PLP) for the LSE Events Office to assist with the organisation of your event please complete the **PLP Application Form**. Please ensure that you have first read [Public Lecture Programme \(PLP\) - Important Information](#).

Send your form, with the relevant sections completed, to Hayley Reed ([H.Reed@lse.ac.uk](mailto:H.Reed@lse.ac.uk)) and the Conference Office ([conferences@lse.ac.uk](mailto:conferences@lse.ac.uk)) by the deadline.  
[Upcoming deadlines can be viewed online](#).

If possible, attach a high resolution (300dpi) image of the speaker. Please note that we often have a large number of events and will not be able to include all the images submitted in the leaflet, but the LSE events team will still make use of the photo when advertising on the LSE website and via social media (Twitter and Facebook).

## 1. Events Leaflet Submission

<b>Confirmed Event Date</b> <i>e.g. Tuesday 3 November</i>	
<b>Confirmed Event Time</b> (start and end times) <i>e.g. 6.30-8pm</i>	
<b>Event Type</b> (pick from this list) Public Lecture/ Public Conversation/ Public Discussion/ Public Debate/ Conference/ Dialogue	
<b>Venue</b> <i>Only events taking place in the larger lecture theatres can be included in the events leaflet – Old Theatre, Sheikh Zayed Theatre, Hong Kong Theatre, Wolfson Theatre. If you have booked a theatre through the Conference Office but the allocated venue is not yet confirmed please put 'TBC by Conference Office'.</i>	
<b>Banner</b> <i>Hosting department/organisation e.g. Department of Government public lecture.</i>	
<b>Title of event</b> <i>House style is upper case before a colon, lower case after a colon.</i>	
<b>Speaker(s)</b> <i>Title and Name. List multiple speakers in alphabetical order.</i>	
<b>Short description about the event</b> (25 words)	
<b>Short biography on speaker(s)</b> (15 words per speaker)	
<b>Entry requirements</b> <i>Ticketed or Not Ticketed? If ticketed please include details of registration/booking.</i>	
<b>Contact information</b> <i>Please provide a contact email address and phone number (landline) for event queries. If you apply and are taken on as part of the PLP, this will be changed to the general events contact information.</i>	
<b>Preferred Twitter hashtag</b> <i>e.g. #LSEkeyword. Bear in mind that there are only 140 characters in a tweet, so hashtags should be as short as possible to encourage people to use them.</i>	

## Example leaflet entry:

**Thursday 21, 6.30-8pm** **PUBLIC LECTURE**

New Theatre, East Building

Department of Government Brian Barry  
Memorial Lecture

**Good Neighbour Nation: the  
democracy of everyday life**

**SPEAKER: Professor Nancy Rosenblum**

The "good neighbour" falls between the poles of public and private morality. Professor Rosenblum will probe the democracy of everyday life, often hidden, that shapes these relations.

**Nancy Rosenblum** is the Senator Joseph Clark Professor of Ethics in Politics and Government at Harvard University.

 Info: gov.admin@lse.ac.uk or call 020 7955 7553. **#LSEBrianBarry**

## 2. Additional Information for Events Website

<b>Extended Information</b>	
<b>Chair</b>	
<b>Short Biography for Chair</b>	
<b>Speaker(s) and Chair's Twitter handles</b>	
<b>Short description of hosting department/centre</b>	
<b>Hosting department/centre website</b>	

### Example weblisting:

#### **The Great Disruption**

LSE Entrepreneurship public lecture

*Date:* Tuesday 12 May 2015

*Time:* 6.30-8pm

*Venue:* Sheikh Zayed Theatre, New Academic Building

*Speaker:* Adrian Wooldridge

*Chair:* Professor Alnoor Bhimani

Disruptive forces have reshaped our world faster than ever before. New technologies are shaking industries to their foundations. Emerging countries are gathering strength. Financial markets are as powerful as they are fickle. A new generation of entrepreneurs are experimenting with powerful combinations of new technologies and new business models. The post-war political order is crumbling, with old political parties losing members and new ones arriving from nowhere: the age of Schumpeter is replacing the age of Keynes. How can we understand this new order? And how can we cope with its downsides while exploiting its upsides?

Adrian Wooldridge (@adwooldridge) is The Economist's management editor and author of the Schumpeter column. His books include: The Company: A Short History of a Revolutionary Idea, God is Back and The Fourth Revolution: The Global Race to Reinvent the State.

Alnoor Bhimani is Director of LSE Entrepreneurship and Professor of Management Accounting at LSE. LSE Entrepreneurship (@LSEship) runs a series of lectures, short courses, debates and social exchanges that explore entrepreneurship's extreme potential for change.

**Suggested hashtag for this event for Twitter users: #LSEWooldridge**

This event is free and open to all with no ticket or pre-registration required. Entry is on a first come, first served basis. For any queries email [entrepreneurship@lse.ac.uk](mailto:entrepreneurship@lse.ac.uk) or call 020 7107 5483.

### 3. PLP Application Form

If you wish to apply for your event to be part of the School's public lecture programme, please complete these additional questions. For full guidance on this please see [Public Lecture Programme \(PLP\) - Important Information](#).

Please note, we are unlikely to take on events in smaller venues (for fewer than 200 people). We also require all event information to be confirmed (i.e. date, speaker, topic) before we can consider an application.

#### Contact Information for logistical organisation (if different from that provided above)

<b>LSE Contact for this event</b>	
<b>Email &amp; phone number</b>	

### Other Event Information Required

<b>Expected audience size</b>	
<b>Are any external organisations involved in this event?</b>	
<b>Will there be booksales at the event? Is the event a book launch?</b> <i>LSE has an official bookseller, Pages of Hackney, who have first refusal on the sale of books at any LSE PLP event. If your event is linked to the publication of a new book, they will almost certainly sell the books for your event, although they do have the right to refuse. This is at no extra cost to the department.</i>	
<b>Who do you think this lecture will appeal to?</b>	
<b>Will there be press interest?</b> <i>Please contact the Press Office with any specific publications you wish the event information to be sent to</i>	
<b>Would you/your dept. carry out any publicity of your own?</b>	
<b>Do you think the speaker may carry a security risk? Would you expect the topic of discussion to attract any hecklers, disruption or protests from other members of the LSE community, or from groups outside the School?</b> <i>This will not be a factor in deciding whether we can take on your event. However it may involve security charges, all of which would be passed on to your department.</i>	

### Catering Information

<b>Will you be hosting a reception and/or dinner?</b> <i>Any catered event will need to be funded and administered by yourself/ within your department</i>	
<b>If yes, who will be coordinating this?</b>	
<b>If yes to a reception – will it be invite only or open to all attendees?</b>	
<b>Please advise the venue if being hosted at LSE, have you already booked this?</b>	

## Costs

<p><b>Please confirm that you have the necessary funds to cover the contribution towards the logistical costs of the lecture, plus the full costs of any receptions/ dinners planned, and if required any security costs? Please provide the budget code to be charged for these costs.</b></p> <p><i>If there is an external organisation involved in this event, they should share the costs.</i></p>	
<p><b>Will your department cover travel expenses etc for the speaker(s)?</b></p> <p><i>The conferences office does not cover these costs</i></p>	
<p><b>Is there anything else we need to know in evaluating your bid?</b></p>	