

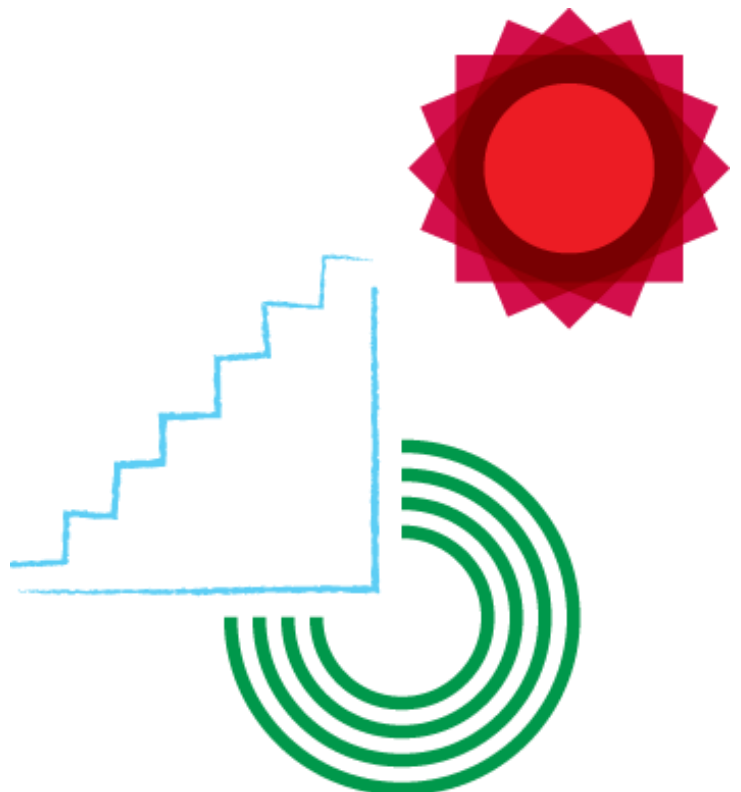


ENGAGE  
FOR  
SUCCESS

## ENGAGE FOR SUCCESS PRACTITIONERS

### Open Day Toolkit

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20 October 2012



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## Introduction

### **Our vision - Building Better Places to Work**

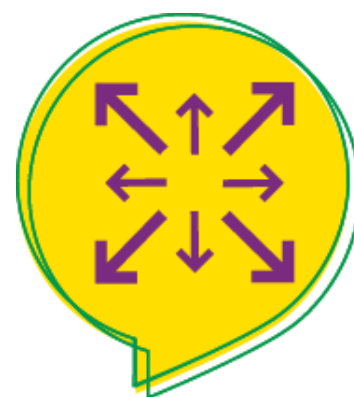
Made up of practitioners with an interest in employee engagement, our aim is to grow a movement of like-minded people to share good practice in the topic. In doing so, we hope to create better places to work where motivated people deliver sustained high performance.

We aim to achieve this through a phased programme of, but not exclusively, mentoring opportunities, events, skills development, education and training, on and off line. We will develop proven strategies, guides and practical advice to build and sustain employee engagement across the UK. We will recognise and celebrate good practice UK-wide.

We welcome participation from UK-based private, public and third sector organisations, from SMEs to FTSE 100 companies, local to national public services.

A key part of our practitioner vision is to build the engagement movement across the UK. This means supporting the development of the movement in regions, cities, towns and villages. The aim is that everyone who has an interest in building employee engagement in their organisation can contribute and have their voice heard, no matter where they live or who they work for.

Since Engage for Success launched in March 2011 the practitioners have been busy running pilot events in regions across the UK. We have gained ideas from hundreds of private and public sector organisations on what will add value, interventions that will support individuals, teams, organisations and regions, and how we can leverage the vast knowledge, passion and experience from practitioners, to inform and enhance the working practises of UK Plc.



We have held regional events in London, Birmingham, Sunderland, Kent, Cornwall, Edinburgh, Leeds, Falkirk and Manchester, with many more offers from organisations of all sizes. From these initial events we have learned what works, and what hasn't worked. We have learned from each other and seen great best practice along the way. We want to share this best practice and spread the word!

With that end in mind we have developed the concept of Open Days

Practitioners will be able to host an event in their organisation to showcase "engagement in action". The visit will incorporate some or all of the following:-

1. An opportunity to meet some employees in the hosting organisation, to talk about their employee experience and how they perceive some of the engagement interventions put in place by the hosting company.
2. Some presentations by the engagement/HR/leadership teams outlining what the company does to engage employees and how that's received by their people.
3. A visit on site to see people in their place of work, to get a feel for the environment provided by the employer.
4. A chance to take part in an engagement workshop, ran by the hosting organisation that includes a combination of some of their employees and the visiting team.
5. A knowledge exchange, where visitors have an opportunity to share their work, challenges, approaches with the hosting organisation.

As the nature of the work and employee demographics will differ between companies, we expect there to be a significant amount of variability between Open days and would allow the host to design an approach that best suits their needs. However a few guiding principles are offered, to shape and enhance the experience for the visitors. These include:-

1. The day should be interactive with plenty of opportunity for visitors to talk to people in the hosting organisation, share ideas and ask questions.
2. There should be an opportunity to "see" something of interest in the hosting organisation – perhaps a workshop, a team environment or event.
1. Visitors need to be in a safe environment, so shouldn't take part in any work that they are not trained or equipped to deal with.
2. The hosts should have practical experience of engagement and should declare in their invitation whether they are a practitioner or a consultant/guru.
3. Numbers of guests should ideally fall below 50 to enable good interaction and discussion.
4. A timetable of activity will be provided, with guests arriving and leaving at a set time (rather than a complete open doors, come at any time arrangement).
5. The events should be free.

If you want to simply join in and listen or set up and run an Engage For Success Open Day you should find all of the tools to do the job in these pages. You can always ask for help if you need to, and remember, we are building a movement and so would love to hear your ideas on what has worked for you. Please share your thoughts in our LinkedIn group, on Twitter, through the website or on Facebook.

## Attending an Open Day

### What do I need to do?

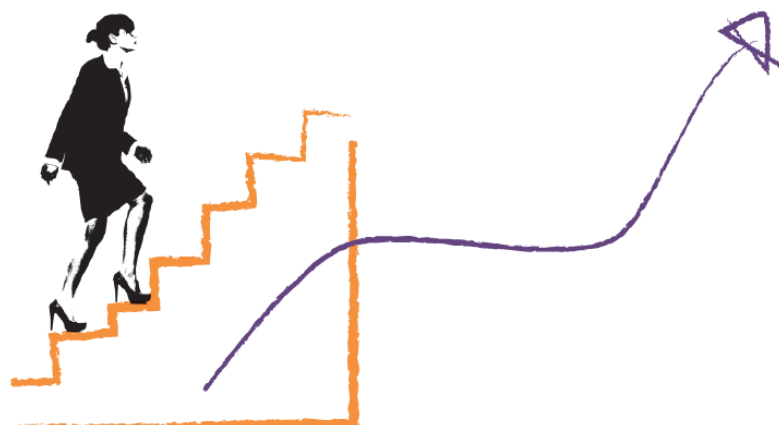
- > Simply go to the Engage for Success website [www.engageforsuccess.org](http://www.engageforsuccess.org) and access the Community and Events page

The screenshot shows the 'COMMUNITY POLICY' and 'EVENTS' sections of the Engage for Success website. At the top, there is a dropdown menu for 'ORDER BY: Last Active'. Below this, a section titled 'Viewing group 1 to 3 (of 3 groups)' lists three community groups:

- Practitioners**: active 3 days, 15 hours ago. Description: 'Made up of practitioners with an interest in employee engagement, our aim is to grow a movement of like-minded people to share good practice in the topic. In doing so, we hope to create better places to work where [...]'. Public Group / 6 members. Button: LEAVE GROUP.
- Innovation and Engagement**: active 1 week, 5 days ago. Description: 'This group is for discussion of the findings of the Engage For Success Innovation Sub Group'. Public Group / 2 members. Button: LEAVE GROUP.
- Gurus**: active 1 week, 5 days ago. Description: 'If you are an academic, researcher, consultant, service provider or from a professional body, with extensive experience in the theory and practice of employee engagement and are willing to contribute your [...]'. Public Group / 4 members. Button: JOIN GROUP.

To the right, the 'EVENTS' section features a calendar for 'OCT 2012'. The calendar grid shows dates from 1 to 31. An orange arrow points from the 'Gurus' group description towards the calendar. Below the calendar is a link that says 'View all events'.

- > Click on the calendar to see available Open Days to join.
- > Once you have found the Open Day you would like to join follow the instructions and links on the event details. *Please note the Open Days are not hosted by the Engage for Success movement or through the Engage for Success website. So it is important you register through the links provided.*
- > Log on, enjoy and participate!



# Organising an Open Day

## What do I need?

- > An engagement story of value to share, that will develop, inspire and make a difference to others.
- > A subject for discussion or a story to tell.
- > A venue



## Add your event to our website and publicise it

### How do I Create an Open Day?

- > Go to [www.engageforsuccess.org](http://www.engageforsuccess.org) and access the Community and Events page.
- > You can raise an event directly from the calendar (Add New)

ORDER BY: Last Active

Viewing group 1 to 3 (of 3 groups)

**Practitioners**  
active 3 days, 15 hours ago  
LEAVE GROUP  
Made up of practitioners with an interest in employee engagement, our aim is to grow a movement of like-minded people to share good practice in the topic. In doing so, we hope to create better places to work where [...]  
Public Group / 6 members

**Innovation and Engagement**  
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LEAVE GROUP  
This group is for discussion of the findings of the Engage For Success Innovation Sub Group  
Public Group / 2 members

**Gurus**  
active 1 week, 5 days ago  
JOIN GROUP  
If you are an academic, researcher, consultant, service provider or from a professional body, with extensive experience in the theory and practice of employee engagement and are willing to contribute your [...]  
Public Group / 4 members

## COMMUNITY POLICY

Please review our Community Policy here.


## EVENTS

ADD NEW

OCT 2012						
M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

[View all events](#)

- > Fill out your details and select a clear and appropriate name for your event



[ABOUT](#) | [THANK YOU](#) | [CONTACT US](#) | [JOIN IN](#)

[HOME](#) | [IDEAS & TOOLS](#) | [COMMUNITY & EVENTS](#) | [NEWS](#)

[LOGIN](#)

For the best experience viewing this site, please upgrade your browser to the latest version of [Internet Explorer](#), [Chrome](#) or [Firefox](#).

### NEW EVENT

**YOUR DETAILS**

Name:

Email:

**EVENT NAME**

The event name. Example: Birthday party

No groups defined yet.

Fill in the date and time, and the location.

**WHEN**

From:

Event:  Oct 2012

This event is on:  All day

Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**WHERE**

This event does not have a physical location.

Location Name:  *Location not found*  
Create a location or start typing to search a previously created location.

Address:

City/Town:

State/Country:

Postcode:

Region:

- > Add the details for your event.
- > Articulate the event in more detail.
- > In here you will also need to place all the hosting details. How attendees register, logistical details such as parking and on site security etc. The more guidance you give here and the easier it is to understand, the better.
- > Upload an image if you wish, and select the option to manage booking if you wish. You can also run bookings by providing your email address in the event details or including a link to Eventbrite or similar.

**DETAILS**

Visual HTML

**B** **I** **ABC**

All,

You are invited to a Practitioners event taking place on Tuesday 2nd October at LBG branch premises in Archway, North London.

To register for a free place at this event, please call me on 0787 203 1839.

Kind Regards,

Maria

Path: p

**EVENT IMAGE**

No image uploaded for this event yet

Upload/change picture:

Delete image?

Path: \_\_\_\_\_

**EVENT IMAGE**

No image uploaded for this event yet

Upload/change picture

Delete image?

**BOOKINGS/REGISTRATION**

Enable registration for this event

> Set your booking options as required

**BOOKINGS/REGISTRATION**

Enable registration for this event

**Tickets**

*You can have single or multiple tickets, where certain tickets become available under certain conditions, e.g. early bookings, group discounts, maximum bookings per ticket, etc. Basic HTML is allowed in ticket labels and descriptions.*

Ticket Name	Price	Min/Max	Start/End	Avail.	Spaces Booked	Spaces	
Standard Ticket	Free	- / -	-	10/ 10*	0		<a href="#">Edit</a>   <a href="#">Delete</a>

[Add new ticket](#)

**Total Spaces**

*Individual tickets with remaining spaces will not be available if total booking spaces reach this limit. Leave blank for no limit.*

**Booking Cut-Off Date**

*This is the definite date after which bookings will be closed for this event, regardless of individual ticket settings above. Default value will be the event start date.*

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- > Submit your event and manage it via the My Events tab in your profile
- > You can then share the link for the event via any form of social media, and also download our flyer template to send to interested parties





# Following your Open Day event

- > Write up the feedback and key themes from your event to send to [practitioners@engageforsuccess.org](mailto:practitioners@engageforsuccess.org)
- > Encourage people to connect to Engage For Success via social media
- > Agree follow up actions for your region, arrange to meet colleagues, make a date
- > Keep in touch with your new connections via LinkedIn, the website, email and phone calls
- > Let us know how it went! There's an update/feedback form you can use on the website, or just drop us an email at [practitioners@engageforsuccess.org](mailto:practitioners@engageforsuccess.org)

