**Alumni UK Live**

Marketing toolkit

**Contents**

This document includes:

* **Alumni UK Live overview**
* What is Alumni UK Live
* Who can attend?
* Programme
* What is the difference between Alumni UK and Alumni UK Live?
* **How you can support Alumni UK Live**

**Alumni UK Live overview**

**What is Alumni UK Live?**

On 6 – 7 December 2023, the British Council is hosting the second edition of Alumni UK Live, an online festival for global UK alumni.

The festival will offer you exclusive professional development opportunities to enhance your knowledge, develop your career and connect with other international UK alumni across the world.

This edition of the festival will highlight the following key professional development themes:

* AI in the workplace
* Leadership and managing through crisis
* Employability and careers
* Managing mental health
* Equality and diversity in the workplace
* Climate change

## Who can attend?

If you studied at a UK university, either in person or via distance learning, don’t miss out – register for free today.

**Programme**

Taking place over two days, this free online festival will include plenary sessions, and regional sessions that will cover themes leadership during uncertainty and crisis, AI in the workplace and managing mental health. Practical workshops focused on employability and workplace skills will be run by City CV.

Further information is available at [https://www.britishcouncil.org/alumni-live](https://www.britishcouncil.org/study-work-abroad/alumni-uk/live). Full details of speakers, sessions and times will be announced in November.

**What is the difference between Alumni UK and Alumni UK Live?**

Alumni UK Live is an initiative of Alumni UK. It is designed to raise awareness of the platform and drive platform registrations through event sign-ups.

**How can you support Alumni UK Live?**

You can support by sharing information about the event with your audiences on social media and by email. We have provided suggested copy below and graphics assets are attached with this email.

The hashtag for the event is #AlumniUK and it would be great if you could tag the British Council account, @britishcouncil, on your posts.

**Suggested social media post 1**:

Join the British Council for Alumni UK Live – an online festival for international UK alumni. Hear from inspiring speakers, engage with fellow alumni and continue your learning journey. 6 - 7 December 2023. Find out more: [britishcouncil.org/alumni-live](https://www.britishcouncil.org/alumni-live) #AlumniUK

**Suggested social media post 2**:

Did you study at [enter university name] as an international student? If so, this professional festival development festival by the @BritishCouncil is designed for you. Session topics include AI in the workplace, soft skills and employability, technology for social impact, mindful leadership and equality and inclusion in professional settings. Explore the programme at [britishcouncil.org/alumni-live](https://www.britishcouncil.org/alumni-live). #AlumniUK

**Suggested social media post 3**:

Did you study at [university name] as an international student? If so, this festival by the @BritishCouncil is designed for you. Session topics include AI in the workplace, technology for social impact, mindful leadership and equality and inclusion. Learn more at [britishcouncil.org/alumni-live](https://www.britishcouncil.org/alumni-live). #AlumniUK

**Suggested email copy**:

Alumni UK Live

6 – 7 December 2023

Alumni UK Live is a free, two-day virtual festival providing professional development opportunities for overseas alumni of UK universities. Graduates may have taken courses either studying in the UK or via distance learning programmes. There will be a range of events and workshops taking place across the two days, including keynote speeches, and practical career workshops. Themes include AI in the workplace, mindful leadership, the role of technology in social impact, climate change and managing mental health. Sessions will be at different times to accommodate a range of time zones, and the festival will feature speakers from countries around the world. Find out more: [www.britishcouncil.org/alumni-live](https://www.britishcouncil.org/alumni-live).

**Visual assets**

Assets for use on social media and digital channels are attached with this toolkit and comprise of:

* Email Banner
* A5 flyer
* X (Twitter) graphic
* Facebook graphic

**Thank you for your support**