



International Day of University Sport

How to organise the IDUS events?



Stage 1

VISION, OBJECTIVES & PROVISIONAL BUDGET

- Check the IDUS guidelines to have a complete understanding of IDUS.
- Decide why and what you hope to organise and achieve.
- Identify your target groups (University students, public, athletes, etc.).
- Plan the first provisional budget to get an idea of the project cost.

If case of questions, contact the FISU Development department -
(development@fisunet)

Stage 2

TEAM SET-UP, PARTNERS, VENUE MANAGEMENT, COOPERATION

- Clarify roles in the team and expectations.
- Set up the team of area managers.
- Make sure everybody understands their job, responsibilities and possibilities (allocated funds, workforce, partners etc.).
- Manage the necessary venue bookings. Don't forget about safety.
- Start communication with possible partners, sponsors and co-organisers (Universities, City, Ministries), try to involve NUSF partners, University teachers etc.

Stage 3

PROGRAMME OF THE EVENT, PROMOTION AND COMMUNICATION PLANS, EVENT BRANDING

- Make a general programme (timeline) of the event(s) for everybody to understand and follow.
- Create a general plan to encompass all aspects of the event(s), including activities, logistics, speakers/presenters, publicity, promotion, event calendar, sponsors, partners, guests, volunteer management, catering, etc.
- Develop a realistic promotion and communication plan aimed at the target groups.

Stage 4

IDUS PROMOTION, EVALUATION PROCESS

- Prepare a promotion plan, with milestones like 3 months to go, 2 months, 1 month etc.
- Let FISU know about your events by sending news, sharing social media events.
- Share the FISU official IDUS video and news on your media channels to spread the IDUS idea.
- Recommendations for media (including social media):
 - Press releases informing media about your event (refer to IDUS Kit of Parts for template)
 - Invite local journalists and university media to events
 - Post info on your social media platforms, use students/university platforms
- Send FISU a comprehensive news round up after IDUS, with text, quotes, photos and videos.
- Plan the team tasks on site during the IDUS activities.

Stage 5

EVENT(S) DAY - INTERNATIONAL DAY OF UNIVERSITY SPORT

- Keep on top of the event with regular checks and ensure the celebrations reflect the spirit of IDUS.
- Follow the #LETSIDUS posts from your event on social media platforms and share the best part of it with FISU.



Please note: When reaching out to your target group, please do use #LETSIDUS

Final Stage

CLOSURE OF THE IDUS EVENT(S)

- Send news, good quality pictures and videos to media@fisunet and development@fisunet.
- Send your IDUS activity summary to development@fisunet (on the requested form).
- Post photos and videos from the event on social media platforms using the #letsIDUS.
- Thank participants, volunteers, partners and sponsors and let them know about your plans with them with the next IDUS event(s).





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[#LetsIDUS](https://twitter.com/LetsIDUS)