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ALE^x Europe

Organizer's Handbook

Introduction

What is ALE^x Europe?

ALE^x Europe is a joint Rotary/Rotaract fast-growing project born in Stockholm in May 2019 to spread **leadership experience** across Europe.

The **ALE^x** acronym stands for **Accelerated Leadership Experience**, both an outstanding knowledge sharing project and an easy-to-organize and fun event. An **ALE^x Event** is an **accelerated** format because it takes only a few weeks to organize it and one day to execute it. An **ALE^x Event** is applied **leadership**, because directly reported by Rotarians, Rotaractors and prospective members around Europe through storytelling. **ALE^x Europe** propagates on the web all the **experience**, in form of short videos, to all the current and future Rotarians and Rotaractors in Europe and around the world.

How to use this handbook

The best way to use this handbook is not to read it from cover to cover and follow everything to the letter, but to browse it and absorb each part when necessary. If possible, test its suggestions on the spot, for example with a team reading them in a brainstorming meeting, making your club's **ALE^x Event** something between what has already been done and what you want it to be.

The handbook follows a classic **ALE^x Event** timeline, from planning to execution. Each section is named after the corresponding activity to guide the reader accordingly. It is also a good idea to split tasks and let each team member study the most relevant part of this manual. A suggestion for the project leader is to take a look at the whole picture (read without exceptional attention the entire manual) before delegating all the parts to the **ALE^x Team** members.

Of course, whatever the role you have in **ALE^x Europe** or **ALE^x Event**, don't forget to write suggestions on www.alexeurope.com about how to improve this handbook, based on your experience. Sharing is caring.

Credits

The **Accelerated Leadership Experience (ALE^x)** concept was ideated by Rotarian **Andrea de Giorgio** at the Rotary Club of Stockholm International and Rotaractor **Taavi Wickman Ratthe** at the Rotaract Club of Stockholm Djurgården. They met in March 2019 for a late dinner and wrote down on a napkin note some ideas that quickly developed into **ALE^x Stockholm**, the first **ALE^x Event** executed on May 18th 2019, and **ALE^x Europe**, the scaled-up version of the project presented on October 25th 2019 at the **European Rotaract Meeting (REM) Vesuvius Express** in Caserta, Italy.

ALE^x Event planning

Does my club need ALE^x?

Any Rotary or Rotaract club can potentially run an **ALE^x Event** without much effort, since the format is easy to plan and execute, not to mention well-documented. The advantage of organizing an **ALE^x Event** with your club is that you can offer a live leadership training to your members or perspective members, near or exactly in the place where your club meets. The organizers will benefit from the experience of running a project that is well-structured and manageable with limited resources, which can be directly successful and a good showcase for the club's activities.

Furthermore, an **ALE^x Event** is a club project with an **accelerated** format, because it takes only a few weeks to organize it and one day to execute it. Isn't it nice to be able to run a successful project/event so quickly?

Costs

ALE^x Europe is a self-sustainable project. Each club can run a full **ALE^x Event** with a dedicated balance and compensate the costs of the event with the tickets sold to the participants. However each club organizing an **ALE^x Event** is encouraged to **donate 5€ per participant** to the **ALE^x European Team** in order to ensure that the video material is published and spread to other clubs with the best care and technology. The **ALE^x European Team** is presented in a dedicated section of this handbook.

First steps

The first driver for a **successful** event or project, both in case of an **ALE^x Event**, is to form a **team** and to find the right **motivation** to succeed together.

Working solo cannot give the same results than sharing time and experience with a larger team. Definitely, form a team before starting working on an **ALE^x Event**.

A good team needs to be **competent**, with a rich and diverse set of personal skills counting as general experience and specific knowledge about the project/event to be executed (in case of an **ALE^x Event**, please study this handbook).

If you have already worked with your team on a different project, it will be easier to readjust a little and start working right away on the **ALE^x Event**. On the other hand, if the team is new, it is always a great idea to begin with a **team building activity**, where each member of the team gets to know one another and gives a chance to the leader to assign the right tasks to the right person.

A **leader** was mentioned. There is no successful team without a leader capable of keeping everybody on the right track. A team can be as democratic as possible, but there is no orchestra without a conductor capable of seeing the whole opera and keeping the tempo. If you lack a true leader in the team, identify **the most motivated person** to execute the **ALE^x Event** and **trust** them to be the leader you need.

Organizing an ALE[x] Team

The main roles for an **ALE[x] Team** are:

- **ALE[x] Leader**

- **ALE[x] Location Manager**

- **ALE[x] Speakers Manager**

- **ALE[x] Production Manager**

- **ALE[x] Finance Manager**

- **ALE[x] Website and Social Media Manager**

- **ALE[x] Promotion Manager**

- **ALE[x] Sponsor Manager** (optional)

All members of an **ALE[x] Team** report to the **ALE[x] Leader**.

The following subsections present the different roles in detail.

ALE[x] Leader

An **ALE[x] Leader** is a highly motivated Rotarian or Rotaractor who wants to **successfully organize** an **ALE[x] Event** with their club.

An **ALE[x] Leader** has the responsibility of forming and leading their **ALE[x] Team**, requesting an authorization to run an **ALE[x] Event** (which includes the choice of the event name, theme and date) to the **ALE[x] European Team** and managing their club's **ALE[x] Event** from planning to execution. At the end of the **ALE[x] Event**, the **ALE[x] Leader** has the responsibility of delivering all the **ALE[x] Event** post-production final videos and relative publishing consents to the **ALE[x] European Team** for their publication, together with a facultative donation of about 5€ per live attendant of their club's **ALE[x] Event**. These two final actions will ensure that the **ALE[x] Event** will have a greater impact on the Rotary/Rotaract community as a whole, by spreading the collected experience and supporting high quality standards for the **ALE[x] European Team** centrally managing of the project. The final submission consists of a short report that is sent through www.alexeurope.com.

Ultimately, an **ALE[x] Leader** has the responsibility of covering any roles hereby suggested for the **ALE[x] Team** that are not assigned to any **ALE[x] Team** member, or to fill in the roles or replace any quitting **ALE[x] Team** members at project runtime. Keeping the **ALE[x] Team** together might be tricky an **ALE[x] Leader** without the necessary leadership skills, but it can also be a learning experience for them, as the different **ALE[x] Team** roles can easily and surely fit several club members willing to help the an **ALE[x] Leader** in a well-documented project.

ALE[x] Location Manager

An **ALE[x] Location Manager** is a highly motivated **ALE[x] Team** member who has the responsibility of finding a proper location for their club's **ALE[x] Event**.

The location can be either the club's usual meeting place or another location. A conference room with a projector is a standard solution. Often members of a club can have free or discounted access to some locations. It is always a good idea to run for the cheapest but feasible solution, in order to avoid depending on the success of the **ALE^x Event** ticket sells to balance the project's finance.

An **ALE^x Location Manager** does not require particular skills. However, being able to exploiting contacts in their network, together with a good knowledge of the location where the **ALE^x Event** should take place will surely help finding the best location for it. The **ALE^x Location Manager** also takes active contact with the location managers and mediates all the communication with them regarding the **ALE^x Event**. The **ALE^x Finance Manager** needs to be involved to close a deal with the location managers.

An **ALE^x Location Manager** is ultimately responsible for the decoration of the location, dress code, food and drinks, safety instructions and all that will be needed to run the **ALE^x Event** from a logistic perspective.

ALE^x Location Manager takes active part to the **ALE^x Team** meetings in order to define the **ALE^x Event** schedule, coordinate the volunteers assigned to the location and help at the request of the **ALE^x Leader**.

ALE^x Speakers Manager

An **ALE^x Speakers Manager** is a highly motivated **ALE^x Team** member who has the responsibility of finding expert speakers on the **ALE^x Event** theme and motivating them to participate to the club's **ALE^x Event** for free.

Speakers can be of course Rotarians or Rotaractors, but it is even more interesting to involve perspective members or people with high profiles and competences within the community, who could have interest in promoting their action on the territory and consequently demonstrate applied leadership experience.

An **ALE^x Speakers Manager** does not require particular skills. However, being able to exploiting contacts in their network, together with a good knowledge of the theme chosen for the **ALE^x Event** will surely help finding the best speakers for it.

The **ALE^x Speakers Manager** takes active contact with the speakers and mediates all the communication with them regarding the **ALE^x Event**, facilitating their speeches, accommodation and any particular requests. In particular, the **ALE^x Speakers Manager** must communicate to the speakers that the time at their disposal is no longer than 20 minutes. If needed, some rehearsals with the speakers can be done directly by the **ALE^x Speakers Manager**. Speakers must be informed that their sessions are recorded and they have to sign a written consent for the publication of their videos to the **ALE^x Production Manager**.

The **ALE^x Finance Manager** needs to be involved to close a deal with speakers who might require a payment (the best suggestion is to only involve non-paid speakers) or if the **ALE^x Team** decided to compensate each speaker with a gift, in which case, the **ALE^x Speakers Manager** should take care of shopping and delivering.

An **ALE^x Speakers Manager** takes active part to the **ALE^x Team** meetings in order to define the **ALE^x Event** schedule, coordinate the program during the **ALE^x Event** and help at the request of the **ALE^x Leader**.

ALE^x Production Manager

An **ALE^x Production Manager** is a highly motivated **ALE^x Team** member who is skilled in video production. Together with the **ALE^x Location Manager**, the **ALE^x Production Manager** makes sure that the location suits a good quality recording (audio and video) of the speakers and eventually theirs slides. If background music, microphones, or any other communication devices are used during the **ALE^x Event**, the **ALE^x Production Manager** makes sure that they won't interfere with the speakers' recordings and that anything relevant to each speech will be recorded.

Recordings don't need professional equipment, but of course if that is available to the **ALE^x Team** at a free or affordable cost (check with the **ALE^x Finance Manager**) it is much appreciated. The minimum requirement is a person operating a mobile phone or camera that has a good resolution and microphone to capture the speakers' performances. Bear in mind that in the latter case, a support for the camera/phone is required, in order not to have a shaky video which won't be acceptable.

An **ALE^x Production Manager** needs to obtain a written consent from each recorded speaker to use their video for publication on the **ALE^x Europe** website and social media channels, eventually on the **ALE^x Event** independent website and social media channels. If participants are recorded and published, the **ALE^x Production Manager** needs to have their consent too. Please, refer to GDPR rules for how to obtain such consent. A suggested form is available at www.alexeurope.com. A copy of the consents must be sent to the **ALE^x European Team** together with the video.

The final task for the **ALE^x Production Manager** is to help the **ALE^x Leader** to deliver all the **ALE^x Event** post-production final videos to the **ALE^x European Team** for their publication.

Post-production consists of adding covers to the videos, one for each speaker, with the **ALE^x Event** approved logo, for the first 3 seconds. An optional cover can be added at the end of each video with speaker's name, speech title, sponsors and credits, if so, the total time should not exceed 10 seconds. The cover does not need to report information on the speech as the videos will be categorized with labels of the kind "Title | Speaker's name | **ALE^x Event**".

ALE^x Finance Manager

An **ALE^x Finance Manager** is a highly motivated **ALE^x Team** member who has skills in making simple project budget and balance and keep track of the expenses while compensating with ticket sales, set at an appropriate price, and sponsorships (jointly with the optional role of **ALE^x Sponsor Manager**).

An **ALE^x Finance Manager** establishes an **ALE^x Event** budget with the **ALE^x Team** prior to the **ALE^x Leader** delegating each financial relevant task to the **ALE^x Team** members.

An **ALE^x Finance Manager** needs to approve, together with the **ALE^x Leader**, the suggested donation of 5€ per live attendant of their club's **ALE^x Event**, destined to the **ALE^x European Team**. The donation is optional, but will ensure that the **ALE^x Event** will have a greater impact on the Rotary/Rotaract community as a whole, by spreading the collected experience and supporting high quality standards for the **ALE^x European Team** centrally managing of the project.

An **ALE^x Finance Manager** takes active part to the **ALE^x Team** meetings in order to define the **ALE^x Event** finances, manages the ticket sales and the access (together with the **ALE^x Location Manager**) to the **ALE^x Event** and help at the request of the **ALE^x Leader**.

Finally, an **ALE^x Finance Manager** produces a simple project balance for the Rotary/Rotaract club that runs the **ALE^x Event** and helps the **ALE^x Leader** to report the main numbers to the **ALE^x European Team** in order to confirm the success of the **ALE^x Event**.

ALE^x Website and Social Media Manager

An **ALE^x Website and Social Media Manager** is a highly motivated **ALE^x Team** member with good skills in web and social media content editing and publishing.

Each **ALE^x Event** can have its dedicated website and social media channels, given that the costs of such services (to be checked with the **ALE^x Finance Manager**) don't exceed the budget.

The most important job for an **ALE^x Website and Social Media Manager** is promoting the club's **ALE^x Event** in the cheapest and most effective way. A plan can be drafted together with the whole **ALE^x Team** or simply with the **ALE^x Leader**.

An **ALE^x Website and Social Media Manager** needs to take care of all the **ALE^x Event** participants and speakers and use their leadership skills to make them feel important. For example: take single or group pictures of participants at the event, suggest them to use a hashtag to share their own perspectives on the **ALE^x Event** social media channels, etc. The keys are inclusion and sharing. An **ALE^x Website and Social Media Manager** can smoothly drive their crowd into the **ALE^x Event**, keep it happy during execution time and give it something to remember afterwards. An **ALE^x Website and Social Media Manager** should keep in mind that the same **ALE^x Team** is part of that crowd and would probably enjoy too being on the spotlight for a day or two. The best way to recognize the **ALE^x Team** effort in organizing the **ALE^x Event** is to publicly do so with dedicated webpages and posts on the social media channels.

An **ALE^x Website and Social Media Manager** can plan a marketing campaign around the speakers' stories, as they will be the main storytellers during the **ALE^x Event**. The whole **ALE^x Team** is encouraged to help this process.

If the workload becomes too much for a single person, the role can be split in an **ALE^x Website Manager** and an **ALE^x Social Media Manager**. The separation of responsibilities is clear from the names, however they might need to work closely in order to execute two parts of the same plan.

ALE^x Promotion Manager

An **ALE^x Promotion Manager** is a highly motivated **ALE^x Team** member who has skills in marketing and sales. It is required to sell enough tickets at a price that would cover the costs in the **ALE^x Event** budget (established by the **ALE^x Finance Manager**) reaching the full capacity of the **ALE^x Event** location.

An **ALE^x Promotion Manager** needs to understand the theme chosen by the **ALE^x Team** and promote the speakers expertise, the location qualities, and the advantages for the participants. Anything that would motivate people to attend is worth promoting. The promotion plan should be shared with the **ALE^x Website and Social Media Manager** for a swift execution.

An **ALE^x Promotion Manager** needs to limit the promotion costs using free channels (word of mouth, free social media, etc.) or develop a plan with the **ALE^x Finance Manager** in order to efficiently use the resources for promotion allocated in the budget.

An **ALE^x Promotion Manager** can work closely to an **ALE^x Sponsor Manager** – if this exists – to finance promotion campaigns through sponsorships. Promoting a sponsor allows the club to receive a sponsorship that can be used to promote the **ALE^x Event** itself.

An **ALE^x Promotion Manager** should carefully follow visual and identity guidelines and avoid conflicts among the speakers, the sponsors and the Rotary image, if not the location of the **ALE^x Event**.

An **ALE^x Promotion Manager** ultimately answers to the **ALE^x Leader** for anything concerning the promotion of the **ALE^x Event**.

ALE^x Sponsor Manager (optional)

An **ALE^x Sponsor Manager** is a highly motivated **ALE^x Team** member who can exploit a large network to bring sponsors to the **ALE^x Event**.

An **ALE^x Sponsor Manager** works closely to the **ALE^x Promotion Manager** to promote the sponsors sustaining the **ALE^x Event**. In case the location allows it, the **ALE^x Sponsor Manager** works closely to the **ALE^x Location Manager** to promote sponsors at the location or to promote even the location itself.

Ultimately, an **ALE^x Sponsor Manager** works with the **ALE^x Finance Manager** in order to check that the established balance can be covered by sponsorships and helps the **ALE^x Leader** or any other member of the **ALE^x Team** for anything concerning the sponsors connected to the **ALE^x Event**.

Naming an ALE^x Event

An **ALE^x Event** is often named after a location or the club's name (e.g. **ALE^x Stockholm** or **ALE^x Rome**), depending on the **ALE^x Leader**'s decision and relative request to the **ALE^x European Team**. In the former case, the **ALE^x Location Manager** needs to make sure that the location is not changed from the project planning to its execution. That is also why using the club's name ensures more stability to such choice.

An **ALE^x Event** must be authorized with its final name by the **ALE^x European Team** before its execution. In case of name change, a new request must be submitted by the **ALE^x Leader**.

If an **ALE^x Event** has been named and authorized once, permission to execute a second edition of the same **ALE^x Event** will be given with priority to the previous **ALE^x Leader**. In second call, to anyone requesting it. A club has no right to retain their **ALE^x Event** name after the execution.

ALE^x Event organization

Event date

Picking the right date for the club's **ALE^x Event** is fundamental. Try to avoid working hours. Typically a late evening or a weekend can be easier to book for personal activities than taking a day off work. Of course, knowing the target audience can help determine a better choice for a date.

From the **ALE^x Event** date will depend all the deadlines for the **ALE^x Team** members. The countdown starts.

Event theme

Picking the right theme for the club's **ALE^x Event** is also fundamental. Try to relate the theme to a list of potential speakers and their topics instead of looking for speakers based on a fixed theme. The theme will be useful to set the program and promote the event, more than to recruit speakers. Of course, some speakers might be interested to participate given a specific theme for the event, so be ready to satisfy their needs.

From the **ALE^x Event** theme will depend the **ALE^x Event** program and the workshops content.

Location

The **ALE^x Event** location has potential to attract participants, so it can be exploited for the promotion campaign as soon as a deal is closed with the hotel, university or company/institution. Remember that if the **ALE^x Event** name depends on the location, this will become priority number one to start the whole project, together with a potential date (the location needs to be available).

Another factor to count in is the number of participants allowed by the location. One drive could be to set an expected number of participants and then find the appropriate location, or, the opposite, find the cheapest solution for a location and then fix the maximum number of participants accordingly. The number of tickets sold determines the budget for the project, unless there are any sponsorships.

Consider closing a deal with the location for the furniture of additional services that might be needed during the **ALE^x Event** such as food, beverages, sound system, projector, etc. Anything that can be arranged by the club at a minor costs should be considered as a valid option. Saving money from the start can make it easier to balance the budget.

Decorations can be nice, but often are not necessary. Remember that priority must be given to making the videos nice, as they will remain forever, while **ALE^x Event** is only temporary and can be improved in any next execution. Participants will pay for the live leadership experience and the follow-up material, certainly not for embellishments of their one-day experience, although nice these can be. Use as much as possible any Rotary/Rotaract flags, banners and material to decorate, as the club might be interested in retaining prospective members from the participants.

Event promotion

Promoting an **ALE^x Event** can be done in different ways. Depending on the organizing club, the location for the event (hotel, university, etc.) there are various possibilities such as flyers, word of mouth, bringing friends, invitation only, advertisement on traditional channels or on social media channels, etc.

Whatever the chosen method, be sure to have an esteem of the number of participants and make sure to sell tickets as soon as possible to get the project budget covered.

Give priority to promotion until one or a couple weeks before the **ALE^x Event**. If ticket sales are not hot by then, it is a bad sign for the whole promotion campaign and the success of the **ALE^x Event**.

Ticket sales

Tickets for an **ALE^x Event** can be sold after that the **ALE^x Event** balance has been established and the ticket price decided. The suggestions is to have the tickets out as soon as possible, but not before that the event location and the largest budget expenses are confirmed, as the ticket price cannot be changed afterwards to accommodate changes in the plan. It is also a good idea to make use of an online platform or app to sell tickets, bearing in mind that it could give additional costs, often as a percentage that is held on the ticket sales.

There is no sales without promotion, so the latter must start together or with some advance to the tickets public release. Use special discounts to attract the target audience. Make it so that it will be an event they cannot miss. No ticket sales, no **ALE^x Event**.

Mailing lists

Mailing lists are a modern tool to keep track of registered participants and hand out information to their email boxes as soon as there is an update.

Inform the participants in advance about the **ALE^x Event** program, logistics to get to the location and get away, ask for food preferences or allergies, etc.

One suggestion is to stop selling the event to participants once the tickets are bought, but eventually keep the interest up or use a participant's help to sell even more tickets. People tend to bring friends when something interests them.

Rehearsals

Rehearsals are not strictly necessary, but surely can increase the ability of the **ALE^x Team** or the speakers and workshop facilitators to perform on the day of the **ALE^x Event**. Try to simulate everything in pre-meetings, so to go over tasks and risk management. Meeting at the main location at least once before the **ALE^x Event** could give the **ALE^x Team** an opportunity to think, relatively to their roles, what can or needs to be done. If it is not possible, try to have some pictures or videos of the location, or eventually call the **ALE^x Team** earlier to the location on the day of the **ALE^x Event** for setup and last minute check-ups.

ALE^x Event execution

Program

The **ALE^x Event** program can be very flexible, depending on the organizing club's needs, the location needs, the **ALE^x Event** theme, the **ALE^x Event** target group of participants, etc.

However, a suggestion is to group max three sessions of 20 minutes (three speakers) or two of 20 minutes (two speakers) and one of 40 minutes (one workshop), before a break.

Breaks can be active ones: Participants can be asked to run some tasks of challenges during their break time. For example going around and meeting random participants.

The entire program cannot be longer than a full day. A suggestion is to keep it between 4 and 8 hours. An additional hour if there is a lunch break in between.

The first activity should be the welcoming of the participants (tickets must be checked), with the distribution of name tags and the **ALE^x Event** program, or other relevant or promotional material. Sponsors can be promoted with the distribution of gadgets, flyers, etc. Food is always a good welcome.

An opening session can be used to introduce the program of the day and the moderators. The occasion can be used to illustrate logistics such as emergency exits, location of toilettes, etc. It is very important to tell the participants which sessions are recorded and what the rules in those cases are.

Speakers' sessions, which are recorded, must be executed in complete silence, possibly asking the participants to refrain from abandoning the room if not extremely urgent, while workshops or other kind of unrecorded sessions can be more relaxed:

- A speaker's session can be no longer than 20 minutes. If there are questions for a speaker, these have to be planned within the 20 minutes on-air time, or can be taken out of an additional off-air time. Gifts and extended thanks to the speakers must be done off-air. An applause at the end of the max-20-minute session can be included in the recording.

- A workshop session can be no longer than 40 minutes. Workshops are not recorded for **ALE^x Europe**, however they can be documented on the **ALE^x Event** independent websites or social media channels.

- Other kind of sessions are left to the discretion of the **ALE^x Team**.

A closing session can be used to thank all the speakers one more time, to thank all the participants and to give information on the follow-up activities of the club or further info on **ALE^x Europe**, such as the official website www.alexeurope.com or the relevant media channels where to find the **ALE^x Event** photos and recordings.

Please, send any suggestions to improve the **ALE^x Event** program to www.alexeurope.com. It is a good practice to distribute a feedback form to the participants that can be compiled before the exit. The **ALE^x Team** can also provide feedback to the **ALE^x Leader** at the end of the **ALE^x Event**.

If the number of participants is limited to a reasonable amount, it can be a good practice to distribute **ALE**ˣ **Event** attendance certificates to the participants.

Opening

Opening the **ALE**ˣ **Event** consists of introducing the program, introducing the moderators for the day and giving out all the logistic information to the participants.

Rotary encourages to use and spread out the four-way test, which in this case suits very well the goals for every **ALE**ˣ **Event** participant. Let's remind everyone to ask themselves, about the things they think, say and do

- Is it the truth?

- Is it fair to all concerned?

- Will it build goodwill and better friendships?

- Will it be beneficial to all concerned?

These simple questions will set the right atmosphere to enjoy at most the **ALE**ˣ **Event** and tune up the participants on the Rotary values. Try to keep the opening speech no longer than 20 minutes.

Speakers' sessions

A speaker session should always begin with an introduction of the speaker that is not recorded and an official start for the speaker's 20 minutes of time, together with the camera recording, uninterrupted until they get their final applause.

Slides, if used, should be placed in the background of the speaker or added to the video in post-production.

Any questions or thanks to the speaker at the end of their session should not be recorded, unless there is a reason for that. In any case, videos cannot be longer than 20 minutes.

A speaker can be signaled with some cards (5 minutes left, 2 minutes left, 1 minute left, etc.) or a digital clock, which is visible only to them, about the remaining time.

Ask speakers to refrain from using their watch to check the time, asking or referring to the time left during their speech and let them have a glass of water ready on a close table, possibly out of the camera view.

Workshop sessions

A workshop session is meant to shift the focus from the speakers to the participants, in order to make them actively participate to the **ALE**ˣ **Event** and learn even more from the experience.

Repetition is the key. Prepare workshops that are in line with the topic and contents presented by the speakers in the previous sessions. Have the participants reflect, interact, produce further and original content based on the speakers' input and their personal knowledge.

For this reason, a workshop session can never be the first session of an **ALE^x Event**. A good suggestion is to tie a couple of speakers' sessions with one workshop session.

The workshop acts also as an active break for the participants who can eventually move around and interact, based on the assigned task.

Other suggestions include asking the participants to introduce themselves, to present their thoughts in an ordered fashion, perhaps having small discussion groups and a leader as a spokesperson to the conference room.

A workshop session needs a workshop facilitator. This can be either one of the **ALE^x Event** moderators, one of the speakers, or a dedicated facilitator for the workshop. Whoever has the best skills to lead the participants towards a personal development path based on the **ALE^x Event** theme can be called a workshop facilitator.

A workshop session cannot be longer than 40 minutes and it is usually not recorded. Recording the participants can create stress or be difficult because of the number of people involved and their position in a large room. If discussion group leaders have a statement to present then it becomes easier to record it from the speakers' podium where the camera should be already pointing. However, this kind of videos needs post-processing and requires to be shorter than 20 minutes in total to fit the **ALE^x Europe** media channels for worldwide stream.

Other sessions

An **ALE^x Event** session should not be limited to speakers and workshops, but adapted to any club's needs with a flexible format. The goal is to give all the participants an accelerated leadership experience and send max-20-minute videos to **ALE^x Europe** in order to spread it worldwide.

Clubs are encouraged to come up with their own ideas and send suggestions and amazing post-produced videos to www.alexeurope.com.

Breaks

Breaks during the sessions can be useful to get the participants' energy levels up again. Food and beverages should be available at certain intervals, so that participants won't feel the need to disturb the speakers during the recorded sessions.

Of course, a break can be used by the moderators to give challenges to the participants, such as randomly meet someone they don't know yet and talk to them about a certain topic… Be creative, keep the participants engaged other than satiated and rested. Sitting for too long can also be detrimental, so keep the participants standing and moving as much as possible during the **ALE^x Event**, just not when recording a speaker.

Closing

Closing the **ALE^x Event** consists of thanking everybody for their roles: the speakers (if still in the room), the organizers, such as the **ALE^x Team**, and whoever made the **ALE^x Event** possible. Remember to thank all the participants and to take pictures of these moments, as they will trigger the interest for follow-up events or activities with your club.

An organizing club can use this time to promote anything they do and remind the participants of all the resources available online to continue their leadership education, such as those present on www.alexeurope.com. For consistency, try to keep the closing speech no longer than 20 minutes.

Distribute some surveys to the participants to ask for their opinions on the **ALE**^x **Event**. Feedback is important to improve the future editions.

ALE^x Event follow-up activities

Celebrate success

The **ALE^x Team** should celebrate the successful execution of the **ALE^x Event** with a recreational activity, united to a follow-up discussion of the project on the participants' survey results and the **ALE^x Team** members' opinions. The **ALE^x Leader** should use the opportunity to congratulate personally the team and to write down notes for a future **ALE^x Event**.

Use the mailing list to thank all the participants one more time and send them useful info on the resources available online for them on www.alexeurope.com. If the club is interested to promote itself, tell them also of the opportunities to get engaged in Rotary/Rotaract.

Post-produce the videos

The post-production of the videos consists of adding a cover of 3 seconds at the beginning of the video with the **ALE^x Event** name. A template can be download from www.alexeurope.com.

A credits cover can also be added at the end of each video, but it cannot be longer than 10 seconds in total. Dates, places, the speaker's name and the title of the speech, club names, sponsors and other relevant information can only be added to the final cover. The cover does not need to report information on the speech as the videos will be categorized with labels of the kind "Title | Speaker's name | **ALE^x Event**".

Propagate the Accelerated Leadership Experience

The **ALE^x Leader** sends all the videos, the donation and the report of the club's **ALE^x Event** on www.alexeurope.com. Then all the Accelerated Leadership Experience created by the **ALE^x Event** will be available on the public media channels of **ALE^x Europe**.

Remember to use the mailing list or the promotion channels still active to notify participant of people who could not attend that everything is available online to them. Update the dedicated website and media channels of the **ALE^x Event** one last time before letting the project go to sleep until the next edition. At this point, the **ALE^x Team** has done an extremely good job: rest and watch the fruits of this project grow.

ALE^x Europe

ALE^x European Team

As a European project, **ALE^x Europe** requires a central team able to authorize, list and assist all the events around the world and to collect and spread the **accelerated leadership experience** that each club produces. This central team is called **ALE^x European Team**.

The **ALE^x European Team** shall be composed of Rotarians or Rotaractors from Europe and is the highest decisional body with respect of **ALE^x** as a European Rotary/Rotaract project. The composition of such body is regulated by the **ALE^x Europe** project bylaws, available on the website www.alexeurope.com. Information on the composition of the **ALE^x European Team** is available at the same web address.

ALE^x Event

Each **ALE^x Event** is authorized by **ALE^x Europe** and independently coordinated and executed by a sponsor Rotary/Rotaract club.

Guidelines for planning, organizing and executing an **ALE^x Event** are contained in the present **ALE^x Europe** Organizer's Handbook.

Official websites and social media channels

ALE^x Europe is available on the official website www.alexeurope.com.

Each club can publish an independent website for each **ALE^x Event**. The post-production final **ALE^x Event** videos can appear on a relative **ALE^x Event** website, however they must always be published on www.alexeurope.com. **ALE^x Europe** is not responsible for any **ALE^x Event** website.

ALE^x Europe is available on different social media channels, in order to provide visibility to the project. For a list of such channels and publication guidelines from the **ALE^x European Social Media Director** please check www.alexeurope.com.

Disclaimer

ALE^x Europe is not responsible for any issues regarding the planning, organization and execution of any **ALE^x Event**, which are independently organized by Rotary or Rotaract clubs around Europe. Guidelines from **ALE^x Europe** are useful to get the approval of a local **ALE^x Event** as part of **ALE^x Europe** and the propagation on **ALE^x Europe** website and social media channels of the accelerated leadership experience, produced in form of videos, which will be shared under specific written consent taken and transmitted to **ALE^x Europe** by each club organizing its relative **ALE^x Event**.

The use of Rotary logos must comply with the Rotary Identity Guidelines. **ALE^x Europe** does not make use of any Rotary logos apart the organizing Rotary/Rotaract clubs own logos attached to the published material.

ALE^x Europe does not make use of any trademarks apart the sponsored logos sent with the published material from the organizing Rotary/Rotaract clubs that have closed a contract with such sponsors for

specific brand promotions. Any improper use of proprietary logos from an **ALE^x Event** will result in the obscuration of the material from the relative **ALE^x Event**.