

Guidance on completing the online PLP application

This is a guide to help you complete the online public lecture programme (PLP) application form. If your event is accepted on to the PLP then the information provided in this form will be used to create an event weblisting and for all associated marketing activity. Therefore, please only complete this form when all details are finalised.

If you have any feedback on this document or anything else relating to the PLP, please email comms.events@lse.ac.uk.

How to fill out the form

- Questions marked with * are mandatory fields.
- Make sure that your event titles and descriptions are succinct and engaging
- Questions with character limits are to ensure weblistings are concise and to ensure event titles are optimised for podcasts and YouTube. You will not be able to submit the form if your answers exceed the number of characters outlined.

Events marketing

All information provided on this form will be edited for LSE house style and tone of voice before it is used to create a weblisting and for associated events marketing activity.

Please do take a look at the section at the end of this document which summarises LSE's house style for event listings and provides links to further resources.

Remember that PLP events should be pitched at non-academic audiences, who could be subject area enthusiasts or sector leaders.

Events that are accepted into the PLP will be featured in our printed termly events leaflet. The leaflet is distributed to our mailing list and to venues across London. Its aim is to provide a very short and engaging introduction to what's on this term, directing readers to the website for full details about each event. The leaflet is produced using the information submitted to the application form and further guidance is included in the relevant sections below.

Proposed event date*

Please use the calendar to select your proposed date which you have on hold with the events office in the provisional PLP schedule. If you have several dates on hold, please select any date and refer to the next question, where you can provide more information. If you do not have a date on hold, please do not complete this form – you will need to email comms.events@lse.ac.uk to get a date provisionally held before proceeding.

When planning a date for your event, please consult our list of [notable dates](#) for the upcoming calendar year. You may wish to use this list to avoid clashes with major religious or secular events, or potentially plan an event in conjunction with a certain date or celebration (eg, Black History Month, International Women's Day, World Environment Day).

Proposed event start and end time*

Please type in the start and end time using am and pm time formats.

Examples:

4pm

4.30pm

Title of the event*

Please confirm the title of your event. Titles should be engaging and succinct as they are your first opportunity to inspire a potential audience member to attend your event, or to hit play on a podcast or video.

Titles are displayed wherever the event is promoted – event weblisting link previews, Facebook event pages, podcast titles, YouTube video titles, events leaflet, campus posters.

This field has now been limited to 80 characters (including spaces) to ensure titles are optimised for podcasts and YouTube.

Titles should be written in sentence case.

Examples:

Empowering citizens with behavioural science

The seaside: England's love affair

Speaker(s)*

Please list all your speakers in this box and ensure you include any academic titles where applicable. Omitting academic titles on the live weblisting can cause offence.

Please list your speakers in alphabetical order by surname, or, alternately, indicate if there is a main speaker and which speakers are discussants.

Please only list speakers which have been confirmed.

Example:

Professor Paul Dolan, Dr Grace Lordan

or

Professor Tony Travers (main), Professor Kevin Featherstone (discussant)

Short biography of speaker(s)*

Please use a different box for each speaker biography. Speakers will appear on the weblisting in alphabetical order by surname or if applicable, with the main speaker listed first. If the event is a book launch, include the name of the book in the speaker bio.

Biographies have been limited to 500 characters (including spaces) per speaker (approx. 80 words max).

Example:

Siva Thambisetty is Associate Professor of Law at LSE Law School. Her research covers intellectual property law and emerging technologies and the use and circulation of genetic resources. She acted as Advisor to the Chair of the G77 and China Group during the Treaty negotiations in 2022 and 2023, and to the Pacific Small Island Developing States in 2019. Siva currently leads a KEI funded project on the BBNJ Treaty called the Ocean Biodiversity Collective.

In the events leaflet, we will use a short version of the submitted speaker biography, which is usually their principle academic post.

Example:

Siva Thambisetty is Associate Professor of Law, LSE Law School.

Chair

Please use this box to add the chairs name and their academic title.

Example:

Professor Tony Travers

Professor Sir Tim Besley

Short biography of Chair

Biographies have been limited to 500 characters (including spaces) (approx. 80 words max).

Example:

Armine Ishkanian is Executive Director of the Atlantic Fellows for Social and Economic Equity programme at the International Inequalities Institute and Professor in the Department of Social Policy, both at LSE. Her research focuses on the relationship between civil society, democracy, development, and social transformation.

Chairs will not be listed in the events leaflet.

Is your proposed chair eligible to act as chair for an LSE public lecture?

Please read section 6.15 -6.20 inclusive of the [LSE Code of Practice on Free Speech](#) and confirm your chairperson meets the eligibility criteria. Use the dropdown menu to select yes or no. If you have yet to assign a chairperson, please select TBC from the dropdown menu.

Is your event a panel discussion?*

Please select yes or no from the dropdown menu.

Do you consider your event to meet School expectations in terms of equity and diversity?*

Please refer to LSE's policy on [Equity and Diversity in the PLP](#) and confirm you have considered the following areas in terms of speaker diversity:

Age, Gender Reassignment, Marriage and Civil Partnership, Race, Religion or Belief, Sex, Sexual Orientation, People with Caring Responsibilities, Lower Socio-Economic Backgrounds, Intersectionality.

If you answered no to the above question, please give details below.

Please outline why your event doesn't meet School expectations and what the reason behind this is. Please identify if there are still avenues for potential speakers you are exploring which would make the event more inclusive and adhere to LSE's expectations with regards to equity and diversity.

Does your event focus on a particular geographic region?*

Please select yes or no from the dropdown menu.

If you answered yes to the above question, does your event have speaker representation from that country/region?

Please select yes or no from the dropdown menu.

Short blurb for the event*

This blurb will be used for the event weblisting and associated materials from the events leaflet to social media and YouTube so it's very important to write and structure it well. The aim is to convey an accurate and enticing introduction to what will happen at the event and what the audience will get out of it, pitched at engaged but non-academic audience.

Thinking about the topic of the event, are there any key words or concepts that you should include? Applying SEO research could help Googlers interested in related topics to find your event.

The blurb should be no more than 1200 characters (including spaces), which is approximately 200 words.

Our tone of voice is approachable, insightful and dynamic (AID) therefore wording should be simple, accurate, warm, engaging, and presented with potential event attendee needs in mind.

Use full sentences, plain English and avoid jargon. The information needs to be clear, concise and broken into small paragraphs so that when it is read on a mobile phone, it shows digestible chunks, not long reams of text. Write in the present tense so that the listing can be used across a variety of marketing materials.

Your introduction should describe the event in one sentence. It should be a teaser to entice audiences, and it will appear bold at the top of the page.

Your next sentence should explain what the audience will learn from the event. This should be a more detailed description of the event, giving the audience an idea of what they are coming along to.

Include information about what type of event it is, such as a lecture, a book launch, discussion, debate, or seminar.

Example:

Traditional economics is built on the assumption of self-interested individuals seeking to maximise personal gain, but that is far from the whole story.

Sharing, caring, and a desire to uphold the collective good are also powerful motives. In a world on fire – facing threats to multiracial democracy, tensions from rising economic inequality, and even the existential threat of climate change, can we build an alternative economics based on cooperation?

Manuel Pastor is joined by T O Molefe to discuss his newest book *Solidarity economics: why mutuality and movements matter*. He will introduce the concept of solidarity economics, which is rooted in the idea that equity is key to prosperity and social movements are crucial to the reconfiguration of power in our politics. He will show how we can use solidarity economics to build a fairer economy that can generate prosperity and preserve the planet.

In the events leaflet, we will use an approximately 25-word version of the submitted event description, which will pull out the key point.

Example:

In a world on fire – facing threats to multiracial democracy, rising economic inequality, and climate change - can we build an alternative economics based on cooperation?

Preferred Twitter/X hashtag

Include details on a hashtag that will be used so users can keep track of the event. Capitalisation in hashtags can affect accessibility for some web users. Please make sure to capitalise first letters in hashtags, so #LSEBlackHistoryMonth, not #LSEblackhistorymonth. Also capitalise the first letter after #LSE: #LSEThinks, not #LSEthinks.

Examples:

#LSEClimate #LSEWomen

Hosted by*

Please list the full title of the department hosting this event, or if a joint event, please list both departments in the order they should appear.

Short description of hosting department/centre*

Provide a short description about the hosting department/centre/organisation.

Example:

LSE Generate supports students and alumni to build a socially responsible business, in the UK and beyond. Our year-round programme is packed with funding competitions, events and networking opportunities. We support LSE innovators at each stage of your entrepreneurial journey and provide the infrastructure to build, develop and scale your ideas.

In the events leaflet, we will list the host department and the name of the lecture series.

Examples:

Hosted by STICERD and Department of Social Policy

Hosted by Grantham Research Institute, National Trust and London Climate Change Partnership

Economica-Phillips Lecture hosted by Department of Economics and Economica

Metadata event description (max of 160 characters)*

Add your metadata description. This is an important field to fill in as the description appears when posted on social media and in Google. Make sure this description:

- Is 150-160 characters long (including spaces)
- Contains keywords associated with your event that users might search for
- Alludes to it being an event or lecture and at LSE.

Example:

1pm Thurs 1 April | Grace Lordan, Barbara Rambousek | Registration Required | Free online public event at LSE

Keywords*

Add your keywords – aim for around 6. These keywords won't appear anywhere on the page, but will be crawled by search engines, so it's important to include them.

Are any external organisations involved in this event? If yes, please specify.

If there are any other organisations involved in funding or co-hosting, please outline the details here.

Is the event a book launch?*

Please select yes, no or TBC from the dropdown menu.

Is this event related to LSE research or expertise?*

Please type yes or no. If yes, please outline any relevant research linked to the event here.

Please note the School strongly encourages departments and research centres to think about ways in which to fully exploit the opportunities which public events offer to promote LSE academics and their research.

Please consider:

- When putting together panel discussions ensuring that an LSE academic is included. Alternately you could invite an LSE academic to act as a respondent at events with external speakers.
- Briefing the chair to mention relevant LSE academic research in their introduction to the event or the Q&A session (without turning the introduction into a mini lecture).
- When tweeting about upcoming events, refer and link to relevant LSE research.
- Consider using the opportunity to brief external speakers (particularly for example policy makers) on relevant LSE research and think about who else within the School it would be useful for them to meet, for example in the green room before the event or at a dinner/reception following the event.
- Ensure you invite academics from other LSE departments to attend the event, whose research and expertise would be relevant.

Who do you think this event will appeal to?*

Please outline who you think will be interested in this event – staff, students, alumni, think tanks, press etc.

Will there be any press interest?*

Please select an answer from the dropdown menu.

Would you/your department carry out any publicity of your own?*

Please select an answer from the dropdown menu.

Is the topic or any of the proposed speakers likely to risk any reputational damage to LSE?*

Please type your answer here. If yes, then please outline more details.

Is there anything else we need to know in evaluating your proposal?

Please provide us with any further details you feel will enhance your application.

Other useful resources:

House style for event listings

- Use LSE not the LSE or our full name
- Put a gap rather than a full stop after initials: R H Tawney
- Use initial caps for specific titles: LSE Director and lower case for general titles eg a professor
- Use a comma rather than a dot in sentences after eg and etc
- Date format: Tuesday 1 September 2020
- Time format: 8.30pm
- Use and not &
- Use italics for titles of books, journals radio and TV programme
- Use double quotation marks, use single ones only for quotes within quotes
- One to 9 and first to ninth in words, 10 and 10th upwards as digits
- Use to rather than a hyphen in ranges: Monday to Friday
- If you don't have our official font Roboto, use Arial

Full guidelines

- Style guide - <https://info.lse.ac.uk/staff/divisions/communications-division/brand-portal/internal/Style-Guide>
- Tone of Voice - <https://info.lse.ac.uk/staff/divisions/communications-division/brand-portal/internal/Tone-of-Voice>
- Optimising webpages for social media - <https://info.lse.ac.uk/staff/divisions/communications-division/brand-portal/internal/social-media>
- Digital Knowledge Base - <https://info.lse.ac.uk/staff/divisions/communications-division/digital-communications-team/>