**How to run a successful BIYP day**

To help you plan your day here are some hints and tips from companies that have previously run a Bring In Your Parents Day event with suggestions on how to make your day run as smoothly as possible.

Ahead of the day:

* Encourage employees to send out invites to parents at least four weeks ahead of the event, including some details around what will take place on the day and what to expect – you might want to think about providing a schedule. You can download a template invite from the BIYP site (biyp.linkedin.com) for staff to use
* Think about what provisions will be in place for staff that cannot bring in parents. Can you set up a room from which they can Skype or Facetime their parents and show them the office? It’s important to make sure everyone feels involved
* Make sure you have a room booked out to host refreshments and hold any presentations (depending on your office layout) a lot of companies like to start the event in a meeting room, before mingling on the office floor itself
* Get your internal communications team involved; they can help with generating interest, getting people signed up, and other logistics such as hiring a photographer to capture the event as it happens
* Get social! Share an announcement that lets your followers know you’re taking part, what you’ve got planned and provide updates throughout the day itself. It’s a great way to share the experience. In the past companies have blogged, posted, tweeted, Instagrammed and videoed throughout the day – make sure you use #BIYP to join in the conversation
* Use the day as an opportunity to generate some media interest in your company. You could invite media to come and take part in the day in your office, or work with your in-house PR team to get a media alert sent out announcing your company’s involvement

On the day:

* Give parents an introduction to the company and what you do, and get employees who have brought in parents involved in this
* Organise a panel discussion with the parents asking questions of senior leadership. Parents aren’t afraid to ask the tough questions!
* Collect pictures from employees’ childhoods, or ask parents to bring them in, and organise a competition for other members of staff to match the photo to its owner
* Create name badges for parents identifying them as the parents of an employee with a baby picture
* Get parents involved in the work that is going on! You could get them trying their hand at designing or sitting in a brainstorm or a meeting with a team

After the day:

* We’ve found it’s really impactful to give parents a memento of their day. It could be a photograph, a gift or even a simple email from the MD or CEO – just to say thank you and how much they liked having them in the office
* Talk to staff and get feedback from them (and their parents!) on what they thought did or didn’t work well and if they enjoyed the event – positive quotes are great to share on social media

Above all, BIYP is about having fun, sharing what you do at work with your parents, and taking the chance to say ‘Thank You’ to parents for their support and guidance.