



Award-Winning BRAD Tips

From the UConn Health BRAD Planning Team

Form a diverse planning committee.

Include members from different areas of your animal care and use program to bring varied perspectives and expertise.

Start early and meet regularly.

Begin planning in early February and hold consistent meetings to maintain momentum.

Delegate responsibilities.

Assign specific tasks to committee members to ensure responsibilities are shared and manageable.

Select a central, accessible event location.

Choose a space that allows engagement with individuals outside the research community, including members of the general public.

Collaborate within the research community.

Reach out for assistance—people are often eager to help, and involvement supports the overall mission of BRAD.

Incorporate interactive activities.

Use games and hands-on elements to share information in a fun, subtle way (e.g., Tic-Tac-Toe, Wheel of Enrichment).

Engage vendors for giveaways.

Request donated items—free giveaways are always popular and help attract participation.

Keep the event fresh each year.

Change a few elements annually to maintain excitement and encourage repeat engagement.

Promote the event widely and often.

Advertise through multiple channels, including lab and office visits, posted flyers, and all-employee emails.

Best BRAD 2025