

YOUTH EMPLOYMENT SUMMIT

# EVENT PLANNING HANDBOOK



## HOW TO ORGANIZE AN EVENT



# Foreword

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The Youth Employment Summit (YES2002) is being organised on a simple premise: if we successfully raise awareness to the need for promoting youth employment, build commitment for action, and empower that commitment with knowledge and tools we can create employment opportunities for youth. Based on this, the YES2002 goal is to work together to ensure that five hundred million young adults, especially youth facing poverty, will have productive and sustainable livelihoods by the year 2012. Think about it, there are a billion youth in the world today (aged 15-24 years), eight hundred and fifty million of them live in developing countries. We have no choice but to create the infrastructure - coalitions, partnerships, and programs – to generate funds and implement projects to fulfil this goal.

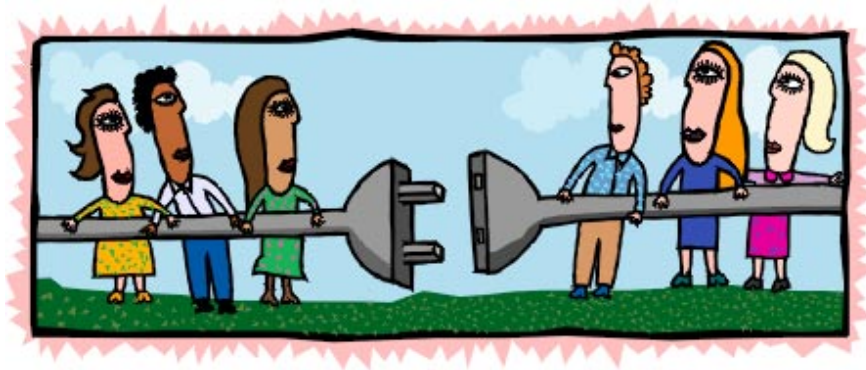
The Event Planning Handbook is the first in a series of tools that we are developing in partnership with learning organisations like Making Cents. The necessity for this kind of handbook came from the participants of the many YES 2002 consultations and workshops that we have organised over the course of the past three years. We were requested to provide a practical, step-by-step, easy to use “tool” to plan an event. The four sections in this handbook will take you right from the beginning stage of conceptualising your event and compiling a budget to the activities needed for a successful follow-up after the event.

The strength of this handbook is that it can be customized for any type of event and target group. For example, it can be used to structure a youth workshop to promote YES 2002 or to start a Youth Steering Committee for organisations in your country or region. Although we would appreciate your using this handbook to promote youth employment, you should use this to organise and facilitate any event of your choice.

We gratefully acknowledge Making Cents in the compilation of this handbook. Their experience and knowledge of planning many events around the world, with a significant number of them on youth employment and entrepreneurship have guided them.

It is our sincere hope that this handbook will make planning your next event simpler and easier for you.

Poonam Ahluwalia  
**Summit Director**  
YES 2002



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# Let's Conceptualise Your Event!

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## **FOR EVERYONE WHO HAS AN IDEA AND WANTS TO TURN IT INTO REALITY:**

This handbook will give you the ABC's you need to initiate, think through, plan and develop any successful event. An event is an occasion where you gather people together to create, discuss, dance, decide, build – you name it. Examples of events range from a workshop on youth education to a fund-raiser for a group of students organising for better housing. Other events include an international conference of youth leaders and all the different activities, educational, interactive, and fun, that you might organise on International Human Rights Day or International Day Against Violence Against Women.

The basic framework is the same for all events, so once you've created one great event, you can use many of the same skills for a completely different event next time.

In this handbook we'll cover how to plan an event. This handbook can be used for defining your objective, deciding what kind of event you want to plan, and then planning your event! No guide can be definitive, though this one tries to be comprehensive. As you read through this guide, ask yourself:

**For my event, what else do I need to consider?**





# Chapter 1: Defining Your Objective

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The first step to planning an event is to define your objective.

An objective is a goal, and objectives should be SMART: specific, measurable, attainable, realistic, and time-bound. Your objective should match these criteria.

## **As you plan, think about these questions:**

- What is the objective of this event?
- Whom do you want to have participate in the event?
- How can you plan the event to achieve your objective and appeal to your participants?

## **1. What is the objective for this event? What are your goals?**

Some possible goals include:

- The end you wish to achieve, such as:
  - Raising awareness
  - Raising money
  - Moving an idea or activity forward
  - Generating energy for further events
- To reach a specific number of participants
- To achieve coverage in the media



**DREAM BIG!**

## 2. Whom do you want to have participate in the event?

Your objective will help you determine whom you want to invite. Think of all the participants you want to attract to the event. As you think, be sure to **Think Outside of the Box!** There are many potential participants who might not spring to mind immediately. Think about other organisations and groups of people who might be interested in your event, and invite them. These may be people and organisations you've never approached before – this is the chance to meet them! You never know what can result from bringing together new people and different organisations.

Once you decide whom you want to participate, think about what you want to do with them! Do you want them to:

- Exchange ideas
- Listen
- Watch
- Participate in a physical activity
- And so on?

## 3. How can you plan the event to achieve your objective and appeal to your participants?



There are many different kinds of events. You must decide what kind you want to have! Some events are educational and informative, and these include workshops, field trips, meetings and facilitated meetings, and door-to-door or telephone canvassing.

Other events are geared towards raising money, and these include every type of idea or activity that will generate income for your organisation or goal. Some ideas include organising a festival, a concert, or another type of entertainment; holding a raffle or an auction; or selling goods or materials.



Other events are “people-to-people” and focus mainly on bringing people together. Whether the people are professional colleagues who want to get to know each other better or whether they don't know each other at all, the basics for creating a successful event are the same. And some events are simply preparation for other events – like planning meetings, informational meetings, and preliminary events.

There are many different types of events, and of course most events fit into more than one category of event. Once you've decided what event you want to have, you need to Get Organised! Make a list of all the tasks (ideas for your list are included below) and decide how you're going to accomplish them. You'll need to organise your time accordingly. Depending on the size of your event, you'll probably want to work with another person or a small group and share responsibility for planning the event.

Once you know what kind of event you want to have, you can start to identify other elements within your event, for example:

- if you are planning a conference, think about what sessions you can plan to fill the conference in order to attract the participants.
- If you are planning to have speakers, think about who your participants will make an effort to hear.
- If you are planning a workshop or a discussion, you will need the right person or people to facilitate.

While you're thinking about your event, look around at other organisations.

- Are there any who can serve as potential partners for you?
- Are there any upcoming events by other organisations that could add energy to your event?

Also, as you're starting to plan, you should know any background that might be relevant to your event.

- Have events like the one you're planning been done before?
- What was their success, and what obstacles did they face?
- If you can talk to organisers of past events, you can gain good insight and tips into things to avoid and things to emphasize.

# LET'S PLAN YOUR EVENT!

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As you plan your event, you will utilize several different building blocks that will become the structure and content of your event. These include:

- ✎ Building an Organising Team
- ✎ Creating the Agenda and Setting the Date
- ✎ Creating a Budget
- ✎ Covering the Costs
- ✎ Generating Income
- ✎ Promoting the Event
- ✎ Co-ordinating the Media
- ✎ Logistics

Because each event is unique, this list cannot be exhaustive. As you read through the next chapters of the Handbook, ask yourself:

**What else do I need to consider for my event?**



# Chapter 2: Building an Organising Team

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An Organising Team is a group of individuals that supports the goals of the event and assists with its planning and execution. Building a good organising team is one of the most important pieces of planning your event. Your organising team is so important because they make the event happen.

What is a good organising team?

- One that can work together.
- One that gives support to the organisers as they do their work.
- One that completes the tasks that it sets out to complete.
- One that has fun while doing the work!



*You do not necessarily need an organising team to organise an event; what you need are good organisation skills. Many people organise very successful events on their own! If you're organising alone, you might find that people who don't want the responsibility of being an organiser can still help you fulfil certain tasks, and using their help strategically makes your event all the better!*



I wanted to hold a march in my town that would attract all sorts of different people. I couldn't find anyone else who wanted to organise it with me, but I needed help, especially with promotion and crowd control on the day of the event. So I found a few people who could help me with those specific tasks without having to commit to being an organiser. In the end, the march was great, and I was able to pull it off on my own!

*Jimena, Peru*

## 1. Working as a Team: How the Team will operate

Within the organising team, you will make decisions about the event and event planning. Therefore you need a good decision-making process and communication process so that everyone's input and effort is valued and considered. In order to function properly:

- Many organising committees meet regularly and discuss the issues at hand, gaining ideas, insight and energy from members of the team.
- Many organising committees have a co-ordinator or co-coordinators who facilitate meetings and co-ordinate the work that all the other team members are doing.



*Remember to take notes at all of your meetings and note especially the decisions that are made. These notes should be made available to anyone on the organising committee who wants to see them.*

*Note taking responsibility should rotate so that the same person does not always need to be responsible for recording the meeting. Make sure you have notes!*



*In many groups, the person who facilitates the meetings also rotates from meeting to meeting (but not in the middle of the meetings!) By rotating the facilitator, different people develop their facilitation skills, and the group benefits from the different strengths and perspectives of all its members!*



I decided to organise a debate on a political topic that was important in my town. Four months in advance I compiled a team of six people who expressed interest and seemed reliable and enthusiastic. Two months passed, and one by one the committee members stopped doing much work. Two months in advance I called a meeting to find out why the work wasn't getting done. It turned out that the other committee members were not committed to the vision and goals of the debate and that they had lost interest. Fortunately I still had time to publicize that I was looking for new committee members. In the discussions I had with prospective candidates I emphasized that a key characteristic of all future committee members would be a commitment to the topic. In the end, I managed to gather a strong team who pulled off an extremely well-organised debate.

*Denis, Ireland*

## 2. Task Allocation

Tasks are all steps needed to accomplish something. In this case, tasks are all the steps needed to plan the event, like, for example, setting the agenda, finding a suitable venue and so on. These tasks are outlined in this guide by the chapter headings. The tasks span from responsibilities during the planning of the event and through to the actual event itself.

Depending on the scope of your event and the size of your organising committee, you will probably have a few people who are more active and taking more responsibility than others. That is totally natural and happens in every planning process – some people take on more central roles while others choose to be responsible for specific tasks. Each is a part of the larger whole and necessary for making the event happen. Each should be given credit for the role they play.





*As people commit to tasks for organising the event, make sure that they'll be available to see the task through to the project's end. They should also keep good records of or their work and plans so that if someone drops out or becomes unavailable, someone else can take over their role.*

As tasks are allocated, people will volunteer for or be assigned different roles, such as:

- Fund-raiser: responsible for raising funds
- Logistics co-ordinator: responsible for the logistics of the event. For example:
  - Media Contact: responsible for writing the press release and contacting the media
  - Materials co-ordinator: responsible for writing or gathering the written materials that will be given to participants, speakers and the media



*Depending on the size of the event and the size (and energy level!) of your organising committee, many of these tasks will require more than one person.*



For one conference I helped organise, we had a large and enthusiastic group of organisers who all had different levels of experience organising events. For some, organising an event was neither new nor daunting; for others, it was their first time taking these steps. As we divided up the tasks, we found that some were much more demanding than others and required more than one person to do them. So we paired up the experienced organisers with the novices, and not only was the event a success, but it was a great learning process, too!

*Bintou, Senegal*



*Share the responsibility! Bringing attendees to your event is what will make your event a success. There are many tasks at hand: creating the invitations and publicity materials; disseminating the invitations and publicity materials; responding to inquiries; and promoting your event everywhere you can. These tasks should be shared among the organising committee.*

#### Wisdom Comes with Experience!

Organising Committees should also look for support, advice, and the wisdom of experience they can gain from advisors outside of the committee. These advisors should have different areas of expertise and should help the organising committee see new and different elements to their project and event!

# Chapter 3: Creating the Agenda

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Deciding how to allocate time during your event is one of the most important elements of planning a good event. As you plan, remind yourself of your event's objective and your target participants so that you can plan your event to appeal to your participants.

## 1. Activities within your event

If your event requires audience participation, like a conference or a meeting, think about ways to make the structure interesting, in addition to the content. For example:

- If your conference participants are mainly meeting in large rooms and big groups to hear speakers, you could also plan time in the schedule for participants to gather in small groups, either to discuss ideas or as another forum for the presenters.
- If you are holding a panel, you should always leave sufficient time for a question and answer session, and let your audience know that there will be time for their questions at the end.
- If your program schedule includes time for people to engage with each other and the material in a more interactive way, they will gain more from the experience and your event will reflect their whole participation.
- If your event is longer than a day, you might want to include a specifically social or social/cultural event so that your participants can take a break from the agenda and relax. The relaxing process is not only fun – the distance also assists people in digesting the information they've been working with all day!



My organisation aims to use art for social change by sponsoring the arts with local youth and adults and organising performances for the community. Following their performances, we always hold a question and answer period with the artist or artists. By including this extra twenty minutes at the end of a show, we foster a deeper interaction between the art, the audience, and the artist. Often artists are asked specific questions about their creative process, and their answers may demystify the artistic process for some blossoming artists in the audience – and so the performance isn't only a performance, it's a chance to encourage other artists, too!

*Cherie, Canada*



*If your program is educational, a social break like dancing, theatre, storytelling or listening to music is a good change in rhythm.*



At a conference I attended during college, we were in workshops and panels all day for two days. The speakers were incredible and the information was very interesting. On Saturday night, we left the conference centre for a pre-planned party, and that was the first time that I had a chance to take a breath and really start talking to the other delegates. Then I realized just how much I'd learned in the conference, and what I could do with my new understanding – and new friends! – afterwards.

*Mumio, Uganda*



If your program is a people-to-people program, geared to bring people together for a common goal or just to meet each other, you will want to have many structured social aspects to your program so that people can connect with each other. You might want to plan for a purely social event like a sports game or another fun program. You should also incorporate “ice breakers” into your program. For suggestions of icebreakers, see the Appendix.

## 2. Allocating Time

As you allocate time, make sure that you include sufficient time for every stage of the event, and that you make time for meals and coffee and tea breaks. Also, if your event requires participants to move from one venue to another – from, say, a sports field to a reception hall – make sure that you allocate sufficient time for transit.



When you’re planning the times for segments of the event to begin and end, be realistic! And when the day of the event comes, be on time!



So many times the entire schedule is thrown completely off because people are late, and people get extremely irate!

*Fred, Australia*



Learning is enhanced by reflection and discussion, so make time for both!



One conference I attended was very creative with the way they planned the time of hundreds of delegates. At the end of every session, and the beginning of every day, the organisers asked us to separate into groups of three and spend a few minutes talking to each other about what we’d learned. This structured time to discuss gave me the chance to reflect – and to internalize – what I learned!

*Shiblee, Bangladesh*

## 3. Staffing the Event

To run the event, you need facilitators. Often members of the organising committee will facilitate the event themselves, and often you will bring in an outsider to facilitate for you. Depending on what your event is, you will have several different types of facilitation at the event.

For example:

- For a fund-raiser, you might put on a talent show or an evening of entertainment. Simply in terms of facilitation, you’ll need:
  - Someone at the door collecting money as people enter
  - Someone to introduce the organisation and the cause at the beginning of the event
  - Someone to introduce the entertainers
  - Someone to organise the entertainers “backstage”
  - Someone to remind all the guests that the event is a fund-raiser and they should give funds!

## 4. Setting the date

Setting the right date is one of the most important tasks at hand. When you're looking for a suitable day, make sure that:

- Your event happens on a day without other major events. For example, choose to have your event on a day other than a religious holiday, a major sports event (like the World Cup or the Superbowl!) or another event that much of your target audience will attend.
- Pick a time when your target audience is likely to attend. For example, if you are planning an event on a university campus, you probably want to have your event in the middle of the semester and not during final examinations!

Picking the right time of day for the event is just as important as setting the date. As you choose the time, remember to keep it mind that: You need to choose a time that is convenient for people to arrive. For example, if your participants will primarily be using public transportation to arrive, make sure that your event will not run later than public transportation.



# Chapter 4: Making the Event Budget

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When you're making a budget, look at the money you'll spend (expenses) and the money you may bring in (revenue). You should always cover your expenses for your event. If you are planning a fund-raiser, you should aim to make a profit.

## 1. Expenses

- **Venue** (location). Do you need to rent a space? How much will it cost? Are there any additional costs, like insurance or wages for a receptionist? Are any of the costs recoverable, like a security deposit that is returned if nothing in the space is damaged during the event?
- **Catering.** Will you provide food and drinks during the event? How much will they cost?
- **Promotion.** You want to promote your event. Some options are flyers, posters, stickers, mailed invitations or announcements. You can also purchase time on the radio or on television, or purchase a notice on a billboard or a banner. All of these things cost money, from making photocopies to hiring a radio ad. (Another great way to promote your event – expense-free! – is in interviews and articles on the radio and in the newspaper. We'll talk about promotion in more detail later.)
- **Materials.** The materials you may use during your event may range from flip charts and markers for a presentation to printed literature that you hand out to participants to other paraphernalia including pins, stickers, and T-shirts. Also, you should use name-tags at most of your events.
- **Presenters.** Will you be having presenters at your event? What costs will they incur? Do they charge a fee, and will you pay for their transportation, accommodation, and meals?
- **Documenting the event.** The cost of documenting the event is generally the cost of camera film and film development or video tapes. You may want to rent sophisticated video equipment, too, and you'll need a volunteer or to hire someone who knows how to use it!
- **Subsidising participants.** If the cost of your program is prohibitive to some participants, will you subsidise their attendance?



One good way to organise your budget is to make a chart. On your chart, you should include Cost, Revenue, and Bottom line. Your chart can look like this one, which is an example from a performance of youth writers and artists in Washington, DC in the U.S.A. As you can see, not only were costs covered, but the organisation made a little profit, too!

<b>Cost</b>		<b>\$</b>
Renting the space	\$	200.00
Backdrop: canvas, paint	\$	50.00
Printing Costs: Promotional Flyers - 200 @ \$0.07/each	\$	14.00
Printing Costs: Programs - 100 @ \$0.07/each	\$	7.00
Drinks to Sell	\$	20.00
<b>Total Cost</b>	<b>\$</b>	<b>291.00</b>
<b>How Covered</b>	<b>Adjusted Cost</b>	
Space rented from community centre	\$	200.00
Canvas and paints donated by hardware store		-
Copy store gave us a special deal: 300 copies at \$0.05/each	\$	15.00
Drinks bought from local supermarket	\$	20.00
<b>Total Adjusted Cost</b>	<b>\$</b>	<b>235.00</b>
<b>Revenue</b>		
Entrance fee: \$3 for 100 guests	\$	300.00
Drinks sold for profit	\$	30.00
<b>Total Revenue</b>	<b>\$</b>	<b>330.00</b>
<b>Total Revenue - Total Adjusted Cost =</b>		<b>Profit</b>
\$330.00 - \$235.00	\$	95.00

After you've created your budget chart, you should check where you can cut costs. Look over your budget and ask yourself these questions:

- What is my break-even item: how much money do I have to bring in to cover my costs?
- What on this list can I acquire through a donor?
- Can I negotiate these costs any lower?
- If I am a little bit creative and innovative, what costs can I reduce? (Many supplies, for example, can be found or reused.)
- What on this list must I spend money for?

# Chapter 5: Covering Your Costs

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There are a few different ways you can cover your costs, and most people use a combination of these methods:

- In-kind contributions
- Donations, contributions and grants
- Cut costs!



## 1. Cover your costs

Why do businesses give in-kind donations, and embassies, foundations, individuals and development agencies give grants? Many of them support your cause, and a contribution is a way for them to help you and show their support. It is a good way for them to promote themselves as positive actors their name in the community.

You can receive assistance in the form of in-kind contributions, money, and technical assistance. All three can be key elements to your event.

### In-kind contribution

An in-kind contribution is the contribution of a good or a service to your event or organisation, including equipment, supplies, or even space or staff time. An example of an in-kind donation is the copy centre reducing the costs of making copies or giving them for free altogether. Another example of an in-kind contribution is a restaurant giving you free food and drinks you can use to cater your event. In-kind donations are a good way to cover many of your costs.

### Donations, contributions and grants

Donations, contributions and grants are money given by individuals and foundations to support your organisation or event as part of their social responsibility to their community and the community of the world.

### Technical Assistance

Technical assistance is the advice, counsel, and direction you and your organisation receive from an organisation or a business. Technical assistance is not a financial contribution, but it is very important. Some advice is more than worth its weight in gold!

## 2. Who contributes?

Foundations, Embassies, Development Agencies; Businesses; Individuals. Below are explanations in detail.

- Foundations  
A foundation is an organisation that makes grants or donations to support charitable purposes, including social, educational, religious and other common welfare activities. "Family foundations" are independent, private foundations whose funds are derived from members of a single family. Corporate or company-sponsored foundations are private foundations whose funds are derived from a for-profit business. Other foundations derive their funds from a variety of sources.
- Embassies  
Foreign embassies are often a good source of funding, and they often have a certain amount of funding put aside for giving grants and contributions to their local communities. You should approach the embassy by telephone or post and ask to speak with the person responsible for their local grant making. Embassies give funds locally as a part of their commitment to building a world community of good neighbours and sustainable development.

- **Development Agencies**

Development agencies are another good source of funding. These include the United States Agency for International Development (U.S. AID), the Australian Government's Overseas Aid Program (AUSAID) and the United Nations Development Project (UNDP). Other international development agencies include the Swedish International Development Cooperation Agency (SIDA) and the Danish International Development Agency (DANIDA).

All international development agencies have websites. For those development agencies named above, the websites are:

<http://www.usaid.gov>

<http://www.usaid.gov/missions.shtml>.

<http://www.usaid.gov.au/>

<http://www.undp.org>.

<http://www.um.dk/danida/>

<http://www.sida.se>

- **Individual Donors**

Another source of funds is individuals, generally members or constituents of your organisation, like people in the neighbourhood that your organisation serves. These are people you can turn to for general funds, like membership drives, and for special costs, like some of the costs of your event. For example, if you have a specific cost, like the rental fee for renting a space to hold your event, you can approach a donor and ask them to cover the cost for you. If you are a part of a membership organisation, you can ask all of your members to cover some of the costs. However, many activists dedicate a lot of their time to their cause, and you can look at that time as something of an in-kind donation. So be careful not to overburden them by asking for money too often!

### **3. Attaining a contribution**



*Always invite donors to your events!*

A foundation, embassy and development agency will give you money in the form of a grant, and generally you need to write a letter of inquiry and a proposal according to their guidelines. Some organisations will assist you with matching grants, which are funds they donate to be the same amount that you raise yourself. For example, if you can raise 9000 pesos yourself (from a fund-raiser, for example), the foundation will "match" your achievement with a donation of 9000 pesos. Organisations make matching grants because they want to make certain that you and others are financially committed to your cause.

For assistance on writing grant letters and proposals, look for technical assistance from someone in your community with experience in this area who can be a mentor for you on fund-raising. This person might be a co-ordinator of a youth program or another non-governmental organisation, a university student, or perhaps a foreign volunteer in your area. Another resource that can be of assistance to you with information on foundations, grants, and how to write grant letters and proposals is the Foundation Centre's website. The Foundation Centre is a U.S. based organisation that assists anyone, from non-profit organisations to individuals, looking for grants. You can access their website at [www.fdncenter.org](http://www.fdncenter.org).

When you approach a business for an in-kind contribution, they will not ask for a proposal; rather, you must approach the owner or manager directly, introduce your organisation and persuade them of the value of your cause!

In giving their funds, these organisations and individuals may be interested in a certain region or community, and they will support a variety of initiatives in that location. The organisation may be interested in a certain cause or issue, like fighting AIDS or preserving the environment. Some organisation are interested in groups based on gender, ethnicity, nationality, or other distinguishing elements in our communities.

**Recognise your donors**

You should always publicly recognise your donors! Some organisations that give you in-kind contributions will ask that you recognise them publicly; others simply expect that you will do so. If you are printing a program or any other literature for your event, you should include a list of donors and recognise in-kind donations specifically.



*In all your interactions with donors, you are building relationships with possible partners and future partners in your projects. Thank them, stay in touch with them, and invite them to your events!*



Two years ago, I was invited to attend a Youth Environmental Activist Training Workshop. My first ever! Since I live in Belgium and the workshop was taking place in Morocco I needed to raise money to attend. I approached the manager of the bank in my town who said she would help with financial support. While I was at the workshop I sent an email everyday to all the people who had expressed interest in the workshop. At the bottom of each email I thanked the sponsoring bank. Since then I have sent letters to the Bank Manager about twice a year letting her know about my environmental conservation activities. Last week, I learned of an environmental conference that I want to attend in New York City. I returned to the Bank Manager to request funding. Right away her response was "Yes, we would be happy to support you! I am very impressed at all you have been involved with and I know that you will put our support in you to good use. We also appreciate that you have made an effort to let the town know of our support".

*Monique, Belgium*

# Chapter 6: Raising Funds for Your Event

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You may not always need to make an income, but if you do, here are a few ideas.



## 1. Participation Fees

For an event, one of the easiest ways to generate income is to charge an entry or attendance fee for your participants. When deciding how much to charge, you should take into account:

- 1) How much you think people will realistically pay to attend. If you make the fee too high and few people attend, you won't raise much money!
- 2) The price of attendance at similar events;
- 3) What the population you are trying to attract can afford. If you are creating an event that is "open to the public" but your attendance fee is something that certain people cannot afford, you are, by virtue of the price, creating an event that is only open to certain segments of the population.



*Charging a fee, even a minimal fee, is an important element for many events. For many people, only things that cost money have value. Paying a fee is making a commitment to the event and the cause, which is one of the goals of your event!*



A local women's group wanted to hold an event on March 8, International Women's Day, that would be open to the public and would celebrate women. They decided to have a concert that would celebrate women and the country's diversity, so they invited singers from all of the different ethnic groups in the country to sing in their own languages. When it came time to decide on an entrance fee, some of the women suggested a fee that was the equivalent of 550 Nigerian naira. Other women objected on the grounds that the price tag would be way too high for students, working-class women and many single heads of households to afford. The organising committee was torn; they had costs to cover and needed revenue, but they wanted their event to be an inclusive, community-wide event.

One woman on the organising committee came up with a creative solution that had three parts: 1. The entrance fee was lowered to 110 naira, which is more affordable; 2. Children under 12 were all admitted for free, so that women could bring their children; and 3. A private donor was found to cover the rest of the costs for the event. With this solution, the event was open to the public, *it celebrated women, and it celebrated the diversity of the country – including both ethnic and economic diversity!*

*Ngozika, Nigeria*

## 2. Product Sales

Another way to generate income for your event or organisation is to sell goods at the event. For example, you could sell food or baked items at the event at a high enough price to cover the cost of your materials and a low enough cost to encourage people to buy. You could also sell food that is donated to you in an in-kind donation, though you have to make sure that the donor agrees to this idea.

Many people like to buy products that are useful and also commemorative. For example, you could sell a T-shirt or cap with your group's name and logo and the title, date and location of your event. You could ask an artist – or perhaps one of you is an artist – to create a beautiful logo or design to place on the shirt or cap.

You could also sell things that you and members of your organisation make like, for example, jewelry, decorated writing paper, baskets, blankets or other decorative and artistic items. At some events, it makes sense to invite entrepreneurs or artists to sell their goods, and you can charge them a small fee for sharing your event and space.



I planned a sit-down dinner as a fund-raiser for a shelter for women fleeing violence. In addition to planning the dinner and entertainment, we had a market space at the dinner where guests could purchase dolls, embroidered clothing, wall hangings, and wood crafts that the women of the shelter made. With this little market, the shelter got to showcase the handiwork of the women they assist – and the women made a little money, too!

*Aida, Israel*



You may need a permit to sell food or other goods at your event. You should check with the proper authorities.



# Chapter 7: Promoting Your Event

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## 1. Reaching Your Participants

What's one thing you absolutely need for a successful event? Participants!

To get participants for your event, you need to invite them! You should create a marketing or outreach plan for bringing attendees to your event, allocate tasks among the organising committee, and get started.

Here are a few ways to attract participants:

- Invitations: face-to-face, over the telephone, over email, or in regular postal mail.
- Hand out publicity leaflets everywhere you can!
- Publicising the event: in local newspapers or newsletters, with posters or flyers, on the radio, in community centres, schools, on bulletin boards, and anywhere else you can think of!
- Announce your event during other events: at meetings, concerts, lectures, and other public gatherings, ask to make an announcement and promote your event!



### The Web Advantage

Another great way to promote your event is to set up a website with details about the event. Many network providers (geocities.com, for example) will host your site for free. If your event requires registration, you might want to arrange for registration for the website.

Creating a website is a perfect task for someone on the organising committee to do. And if you've never created a website before...now's the time to learn!

## 2. Best Tried & True Method for Bringing People to Your Event:



### WORD OF MOUTH!

Talk to potential participants about your event. Talk to them one-on-one, tell them about the event and answer their questions about it. Ask them if they are coming and encourage them to attend. Follow up with them before the event to remind them and make sure they are coming.

Talk about your upcoming event in social settings like parties or meals. Go to classrooms, meetings, and other events to announce your event and invite participants.

## 3. Publicity Materials

Bringing participants to your event is a task into which you should invest energy and resources. Make your publicity materials and announcements attractive and creative. Be sure to include this information:

- Name of event
- Location of event
- Time of event (start and finish time)

- ☐ Cost of event
- ☐ Contact information:
  - Include a telephone number, email address or postal address so that potential attendees can pursue more information about the event, confirm their attendance, or register. If it's possible, you might want to arrange a toll-free phone number. Also, if it's appropriate, include the name of the person on the organising committee who has the specific responsibility of responding to inquiries. See more about responding to inquiries below.



Open up an email account specifically for your event! For example, the "Learning for Life" conference registration email address could be [learningforlife@yahoo.com](mailto:learningforlife@yahoo.com)



With AIESEC Cape Town, we put a lot of effort and money into having beautiful glossy posters specially printed for a conference. When the posters were ready and we started to post them, we noticed that there was a terrible error: the phone number to contact for more information, two of the numbers were reversed! We had to contact the person who's number was actually listed – he wasn't connected to the conference at all! – and ask him to refer all the inquiries to our real number. It was a lot of chaos that could have been avoided if we'd proofed the poster better before we printed!

*Thandi, South Africa*

- Make sure that you can be contacted by people who don't regularly use the latest advanced technologies. If most of your target population doesn't have phone or email access, make sure that your publicity materials include an address where you can be found or correspondence can reach you, like a community centre, a youth centre, or a postal address. Or, even if email is your primary method of communication, you should always include a phone number in your contact information so that people who don't use email can be in touch.

**In addition:**

- If your participants speak different languages, you will have translators at the event. You should note that in the publicity materials.
- If you are arranging baby-sitting or child care for your attendees, note that in the publicity materials. For many parents, having child care at the event makes the difference between whether or not they can attend!
- If your event is accessible to people with handicaps or other disabilities, note that too! These include: having a signer to translate the event for the deaf and using a facility that has ramps and elevators instead of steps for people who use wheelchairs.
- If your event is being held at a place that's hard to find or complicated to arrive at, include directions or a little map with your invitation.
- If your event has a cost but you can offer subsidies or scholarships for certain attendees, note that on the publicity materials also.
- If you want to include a few more details on your event, go ahead. Just remember, keep your invitation clear, succinct, and eye-catching.
- If your event is focused on a topic to which you want to raise your attendees' awareness and level of understanding, you could include a few short sentences on the invitation or publicity materials. Your explanation should be short and clear. Your attendees will learn more at the event, or they can contact you for more information if they want it.



## PUBLICITY POSTER FOR A RALLY

For a protest at the Health Ministry demanding more funding for AIDS prevention among youth, a student group sent this simple announcement out over email:

**WE HAVE THE RIGHT TO LIVE! WE DESERVE TO BE PROTECTED!**

JOIN US FOR A RALLY AT THE MINISTRY OF HEALTH & FAMILY WELFARE

WE DEMAND FUNDING FOR  
AIDS PREVENTION AMONG YOUTH!

**JULY 14 AT 5PM IN FRONT THE MINISTRY:**  
Chandralok Building, 36, Janpath, New Delhi

Bring your family, friends, and good shouting voices! We'll supply the posters.  
For more information, contact Minhazz: [minhazz@email.net](mailto:minhazz@email.net) or (11) 22-234-4444

### Choosing the Right Title

Even though you're only looking for a short phrase – or in some cases, just one or two words, choosing the right title for your event is often a very challenging task. For some events, a straightforward title is sufficient. For others, you want something a little jazzier, with a little spice, to attract people to the event. The title also starts to set the atmosphere for the event, so you want the title to reflect the event you're trying to create.

Here are a few good titles that are being used by projects around the world:

"Tourism: Sharing the Rewards" For a conference on eco-tourism.

"Learning for Life: Making Education Relevant for the Workplace" for an education workshop.

"Learning in Action" for a training to build capacity for social entrepreneurs.

"Seeds of Peace" for a summer-camp and youth programs for youth from the Middle East.

"Spoken Resistance" for creative writing workshops and performances for youth.

# Chapter 8: Media

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Media coverage ranges from newsletter notices to special feature articles on the radio, television, the Internet and in newspapers and magazines. It's a great way to let people know about your organisation and what you're doing and it's a great introduction for potential members. It's also very satisfying for event organisers to see other people talking about the fruit of their labour! Your objective is for journalists and editors to be interested enough in your event that they give it media coverage. It's great if they will interview the organisers before or during the event and the participants during the event. They should also take lots of pictures!

Make your event newsworthy! Feature a well-known artist or thinker, or come up with a joint statement that you send out to the media!

## Ways to Use the Media

- Issue a press release (more details on a press release later).
- Call in to radio shows and talk about your event.
- Buy (or have donated) advertisements on the radio, television and in newspapers.
- Write an article on your event and publish it on the Internet. [www.indymedia.org](http://www.indymedia.org) is a website for self-publishing news articles.



*Always save copies of the coverage you receive in the media. Everything from a mention of your organisation's name to a feature article on your event should be preserved for future use.*

## Press Contact!

Your press contact is the person whose name and contact details are on the press release that you send to the media, and this should be the person who will be interviewed on the news and co-ordinate interviews with other people. This person should be someone who can articulate him or herself well and is comfortable in front of a camera or a microphone. Depending on how much media coverage you expect to have, you might need more than one press contact.

The press contact will meet the journalists who come to the event, give them publicity information that you've put together and do interviews. The press contact should be available to the press throughout the event.



*Co-ordinate the times that media will interview participants so that the interviews don't interrupt the program! Schedule interviews before sessions begin in the morning or after they end at the end of the day, or during meals.*



In one conference I attended, journalists wanted to pull participants out of working sessions for interviews, which would have interrupted the flow of the meetings and disturbed the other participants. The press contacts got together with the journalists, and planned compatible times – usually during meals – for the interviews. That way, the conference got to continue as planned, and we got the press coverage we wanted!

*Precious, Zimbabwe*

## Press Release!

Your press release should be no longer than a few paragraphs (definitely not longer than a page!) and include your contact details, and the name and date of the event very prominently on the top. You should also include:

- Location
  - Time
  - An explanation of why your event is newsworthy. Is it...students cleaning out an old, abandoned
-



building so they can renovate it and create a community centre? That's newsworthy: it's youth taking initiative to better their community. Is it...a hike in the woods with a school group? The school newspaper is probably interested! If your event is important enough to put effort into...it's important enough for media coverage. You just have to explain why clearly and concisely.

Be sure to use quotes, too!



*Getting endorsements for your event from strategic organisations or people is a good way to attract media coverage!*

Here's an example of a press release based on one from the International Youth Parliament with explanations of the different sections. You can use this model again and again!

<p style="text-align: center;"><b>PRESS RELEASE</b></p> <div style="text-align: right;">    </div> <p>International Youth Day 2001 - August 12:  <b>International Youth Parliament joins the UN in Commemorating Youth Issues on the World Agenda</b></p> <p>August 12, 2001          Sydney, Australia          Your name          Your contact information</p> <p>International Youth Day will be observed today across the globe to promote the active role of youth in social, economic and political affairs on national, regional and international levels.</p> <p>International Youth Parliament, an initiative of Oxfam Community Aid Abroad (in Australia), will commemorate the day with representatives at the 4<sup>th</sup> World Youth Forum in Senegal. Representatives of the International Youth Parliament network of 250 young leaders in over 150 countries are talking with the UN about the importance of youth participation in global decision making, and joining with others to salute the work of youth in building an equitable, sustainable and peaceful world.</p> <p><b>“Young people are not just a symbol of the future. They are the future and the present. They must be involved in shaping the world they will live in as adults,”</b> says Brett Solomon, International Youth Parliament Co-ordinator and World Youth Forum Representative.</p> <p>International Youth Parliament advocates for the rights of young people and facilitates youth participation in development. It provides a network for young people to learn and exchange ideas on a range of pressing global issues including human rights and discrimination, youth employment, sustainable development, culture and identity, HIV/AIDS and youth development. International Youth Parliament seeks to make governments, business and communities more responsive to the aspirations of youth for a better world and to place the actions, experiences and ideas of young people on local, national and international agendas.</p> <p>For more information or to schedule an interview, please contact:          Name and contact details again</p>	<p>Put this title at the top of the page!</p> <p>Always include your logo on your press release and other materials!</p> <p>What?</p> <p>When?</p> <p>Where?</p> <p>Who?</p> <p>Your name and contact information should be on top, clear and accessible!</p> <p>The first sentence tells the media what the event is: in this case, a global celebration of International Youth Day to promote youth involvement in different spheres of life.</p> <p>This sentence tells the media what the LOCAL connection is: that the IYP, which is an Australian initiative, will spend the day with the UN in Senegal. The media is always looking for a LOCAL connection, so you should always emphasise the local.</p> <p>This sentence describes what the event is in more detail.</p> <p>You should have a quote from one of the organisers or one of the well-known people involved with the event. The quote should affirm why the event is important and newsworthy – in this case, the event is important because youth are important! You can make your quote bold so it stands out.</p> <p>This paragraph describes what the International Youth Parliament is and what it stands for. This is a good way to introduce your organisation to the media.</p> <p>Have your name and contact details again! Make it <u>very</u> easy for the press to find you!</p>
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Send your press release out 4 days to a week in advance of your event. Then, the day before the event, call the news desks to confirm that they received your press release and ask if they need any more information or want someone to interview.

Sally McGeoch of the International Youth Parliament says: "Remember that media coverage is a great tool to increase the profile of your work and your youth organisation and can support public awareness and fund-raising campaigns!"



*Talking to journalists is one of the most important parts of building a relationship between your organisation and the publicity you receive. It's an ongoing process, too, that requires continued effort that doesn't necessarily produce the results the first or second time you try. Keep trying!*



I was part of a group, Vecinos (Neighbours), that created a tutoring program in a poor neighbourhood in Guatemala City. We wanted to draw public attention to the poor state of the school, so we planned a day-long festival in this neighbourhood and invited families all over town, and then spent the funds we raised on new textbooks. I sent out press releases before the event, but no one from the media came.

A few months later, we decided to hold another festival, and so I sent out press releases again. This time, I invested a lot of energy into media attention by calling journalists and pursuing them. This time, the journalists did cover the event. I learned my lesson for the media: Lesson: take time to build relationships with the media. It pays off in the long run!

*Manuela, Guatemala*

# Chapter 9: Logistics

Logistics are all the details that make the event happen. They range from: ordering the food from the caterer to making sure that clean-up happens after the meal; from finding the right location for the event to making sure that you have all the props you need, like flip-charts, markers, and other materials for participants; from creating a system for participants to register for the event to placing the name tags on the registration table. In short, logistics are the details that make the event happen!

Members of the organising committee should be responsible for co-ordinating each of the logistical tasks. Logistics can be divided into these basic categories:

- ✍ Agenda
- ✍ Venue
- ✍ Inviting Speakers and Facilitators
- ✍ Props
- ✍ Materials
- ✍ Meals and Refreshments
- ✍ Responding to Inquiries & Confirming Attendance
- ✍ Registration
- ✍ Lodging
- ✍ Transportation
- ✍ Documenting Your Event

**Use the list above as a checklist – have you allocated the tasks in each of these areas?**

## 1. Agenda

The agenda, from the perspective of logistics, is how the event looks when broken down according to time. It is exactly where the participants will be at what times, and who is responsible for what piece of the agenda. For a workshop, the agenda could look something like this:

Time	Activity	Who's responsible?
10:00 - 10:15	Arrive, get refreshments, sit down	Juan
10:15 - 10:45	Presentation of the Agenda; Ice-breakers	Diego
10:45 - 11:25	First half of the workshop	Bernal
11:25 - 11:35	Break	
11:35 - 12:15	Second half of the workshop	Jairo



*Be realistic when you're budgeting your time! If you misjudge and start/end times are missed, you can throw off the whole schedule for the day. Try to schedule in a bit of "elbow room" so that the schedule has room to stretch if you need it!*

*Always be flexible! You might find during the event that participants want to pursue one theme and not another, and you might have to change the agenda to match their needs.*

## 2. Venue

There are many details about the venue that need to be worked out. These include: where the event will be located; how long the event will last; who will set up; who will clean up. If your event is large and requires multiple rooms or multiple locations, the logistics of the location become more complicated.



*Don't forget to provide your participants with maps, and place arrows at the venue to show them where to go!  
Make sure someone will open the venue up on time!*



The chart below is a helpful list of what details to bear in mind for venue logistics, and how to organise them.

Logistical details	Does the site have it?	Where will we get it?	Who's responsible for set-up?	Other details
Chairs	Yes		Suhair	Chairs can only be set up after 4pm.
Tables	No	Borrowing from the school	Thomas	Humphrey and David will help bring the tables to the building. Also only after 4pm.
Microphone/ Public Address System	No	Borrowing from the school	Camara	



*Certain venues and certain activities, like a gathering in a park, might require a permit. Be sure to check with the proper authorities!  
You could create a space for exhibiting promotional items as well as promotional literature from other organisations!*

## 3. Inviting Speakers and Facilitators

If you will be having speakers and outside facilitators at your event, they need to be invited. You should contact them, introduce yourself, explain your event, and ask for their participation. Be sensitive that many public speakers and facilitators make their living through speaking and working at events and conferences, so be prepared to pay their fee or offer an honorarium (a payment given to someone for services for which fees are not legally or traditionally required).



*Think about how you can present your organisation and your event to best attract the speakers you want!*

## 4. Props

Props are the tools you need to run the event, including flip-charts, markers, and whatever else your presenters and participants need. Additional props could include a stereo system, a slide projector and an overhead projector.



## 5. Materials

The materials that you use include the literature that you will provide for your speakers, participants, and the media. You may want to make packets or folders as Welcome Packs to give out upon arrival.

Welcome Packs include:

- A welcome letter explaining the event and its objectives (from the organising committee or the organiser of the event).
- A presentation of the agenda and, if it's a long event, a schedule giving the times and locations of all events.
- Introductory and background information on your organisation, its purpose and its activities.
- A welcome letter from the head of the organisation.
- Biographies of the speakers.
- A map of the event location.
- Name tags.
- An evaluation form to be completed at the end of the event. For an example of an evaluation form, see the Appendix.

You also might include:

- Writing paper and a pen or pencil.
- Information on the surrounding area (such as places to visit, to eat, to buy necessities) if people are coming from a distance.

You will also have specific information relevant only for the participants, the speakers, or the media.



*If your event is large and people will be following different schedules, consider colour-coding their schedules and name tags.*

*If your event is more than one day, think of creative ways to make the name tags look fresh and clean day after day. Perhaps you can put them in a plastic protector, or mount them on a piece of fabric.*

*Make sure that any ticket or pass you create is not easily reproducible!*

For participants and the speakers:

- Include contact information for all participants and speakers.
- Include detailed information on lodging and meals. If you are using "meal tickets", include them in the materials as well!
- Include writing materials – paper and pen or pencil – for each participant's use.

For the media:

- Include the press release and the names of press contacts.
- Include the times that interviews can be conducted.
- If you can, include copies of previous media coverage of your organisation.

### Evaluation Forms

Getting feedback from your participants on your event is important. You want to know how they enjoyed the event and what they learned from it, and you also need to know what worked for them and what didn't. You should aim for all your participants to fill out your evaluation form. Either give it to them in their material packets or give it to them at the end of the event, and be sure to collect the completed forms. And tell your participants how much you want to know what they think!

## 6. Meals and Refreshments

Think about all of the events you've attended when you were hungry or needed refreshment ... how much do you remember from the event, aside from how hungry you were? Probably very little. That's why it's highly important that you include meal and refreshment breaks during your event, and that you organise them well!

The logistics for the meals and refreshments include:

- Ordering the food from the caterer.
- Organising the food pick-up or delivery.
- Organising the set-up and clean-up of the food.
- Making sure that you have coffee, tea, water and/or other drinks available.
- Creating a simple and organised system for food dispersal.



If you will be serving meals at your event, how will you identify who eats? Will they show their name tags, or will they receive "meal tickets" that they trade in at every meal? Whatever your system, make sure it's organised.



During one event, hundreds of delegates had to queue in the lunch hour for meal tickets, and some found their names were not on 'the list' so they were refused meals, even though they were official delegates. It was quite frustrating and embarrassing!

*Anh, Vietnam*

During one training I attended, the catered lunch was late to arrive for the first couple of days, and we waited, hungrily, until it came. By the third day, the organisers had a bright idea: they provided snacks during teatime, and we only actually broke for lunch when it really arrived!

*Julia, Chile*

## 7. Responding to Inquiries & Confirming Attendance

When potential attendees contact you for information about the event, you should have a pre-planned way to respond to their request, for example, answering their questions and asking for their contact information so that you can continue to be in touch with them. Make a list of all potential attendees with their contact information (phone number, email and postal addresses) and mark whether they will attend the event and whether they wish to receive more information about the topic or your organisation. Some people might not be able to attend the event, but may want to be invited to future events.



Your list will help you judge how many people will be attending your event. As your numbers increase, make sure that you plan accordingly! For example, if you ordered 50 lunches for 50 participants, and now you have 65 participants, you need to order 15 more lunches!



*Save your lists! You can use them as an invitation list for future events.*

Name	Phone number	Attending?	Send more info.
Sonia Lopez	234-5678	√	<a href="mailto:Sonia@email.net">Sonia@email.net</a>
Alberto Sanchez	987-6543	x	<a href="mailto:Alberto@email.net">Alberto@email.net</a>
David Kramer	567-8912	√	123 Brown St.



*Confirm attendance and remind everyone about the event! A few days before the event, confirm with everyone who's a part of the event that they'll be there: confirm with your attendees, with your presenters, and with everyone involved in making the event happen, like the people from whom you're renting space or buying food.*

## 8. Registration

If your event requires registration, you should create a system for keeping your records, and, just in case of emergency, more than one person should be able to access the records at all times. In your registration materials, you should have the:

- Participant's name.
- Participant's contact information.
- Organisation with which the participant is associated (including a school or university).

You should also include:

- Whether or not the participant needs lodging.
- Whether or not the participant requires special meals (vegetarian or specific food allergies).
- Whether or not the participant has paid the registration fee.



I co-ordinated registration for a national workshop. As delegates called to register, I noted where they were from. When I saw two or more out-of-town delegates coming from the same place, I emailed them all so that they could make their travel plans together!

*Najia, Morocco*

## 9. Lodging

If your participants and speakers will be staying overnight for your event, you need to organise lodging for them. Often out-of-town participants and speakers will stay overnight with participants from in-town, while sometimes participants will stay at a conference centre, a youth centre, or a hotel or hostel.



We co-ordinated the lodging for more than 300 participants for a conference at the university. To save costs, we found scores of students at the university who were willing to host participants in their rooms. Believe us, it was a very detail-oriented task! When the day of the conference came and participants began to arrive, we realized that we had forgotten to tell participants one key detail: to bring their own bedding. Fortunately, many of the participants had gone ahead and brought a sleep-sack or a blanket, but many had not. The first evening, instead of joining the opening dinner, we were rushing around the university looking for blankets and extra bedding!

*Anna and Lana, Ukraine*

## 10. Transportation

If you will provide transportation to and from the airport, bus station, or train station, you need to organise the transport ahead of time. Also, if you will need transportation from site to site during the event, you need to arrange that ahead of time, too.



I arrived in a foreign country after a long trip and found a representative from the conference waiting at the station to bring other delegates and me to the conference centre. I was totally relieved that transportation was taken care of and I didn't have to navigate a new city at the end of a long and tiring journey!

*Esteban, Mexico*

## 11. Document your event!

There are a number of ways for you to document your event:

- Take copious notes during sessions, speeches, and discussions.
- Take many photos.
- Make an audio or video tape of the event.



*Make a documentary and show it after the event!*

*Interview participants, speakers, and organisers.*

*Edit the tape and hold a screening after the event. It's a great way to follow-up with your participants!*

# LET'S EXECUTE YOUR EVENT!

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The start of your event has arrived! You've invested time, energy and resources into planning, and your big day is finally here!

By now, all of your major planning should be done, and you should only have small tasks left, like picking up the food and drinks and displaying your materials.

Before your event begins, think about the objectives you want this event to accomplish. Keep those objectives in mind throughout the event and guide your event towards the goals you set. Also, the goals you aim to achieve will guide you if you need to address any unexpected situations that might arise.

Don't forget:

- Communicate with the other organisers throughout the event!
- Greet your participants!
- And go with the flow of the day!



# Chapter 10: Executing Your Event + Tips for the Day of Your Event

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While you're planning your event, remember that these tasks to be completed during the event:

## 1. Welcome everyone!

Make sure that participants are welcomed as they arrive at the venue. If you are having speakers, welcome your speakers outside of the venue and escort them in.



I attended a training a few months ago with a trainer from Canada. At the beginning of the training, the trainer welcomed everyone into the room and gave special acknowledgement to the leaders who were with us. I have attended other trainings with non-African trainers who don't take the time to get to know our culture, and I was struck by how respectful it was for this trainer to learn what was appropriate for us in Ghana!

*Rabi, Ghana*

## 2. Registration

You have a few tasks to take care of for registration. They include:

- a. Assigning of name tags.
- b. Giving out of event materials, including the schedule.
- c. Making sure that lodging is taken care of.

## 3. Information table/Registration desk

Make sure that someone is available throughout the event to answer questions or direct participants who get lost. Also, if your event is longer than a day, you may have people who will need to register after the first day.

## 4. Venue Maintenance

The venue must be prepared before the event and maintained throughout the event. And if the event is longer than a day, the venue must be tidied daily!



I just came back from a country where smoking cigarettes is only allowed outdoors. The organisers of the workshop didn't supply ashtrays, so the smokers left their cigarette butts on the ground around the entrance to the venue. By the end of the first day, the place was a mess!

*Paul, Netherlands*

## 5. Staff the event

To staff the event, you must have people doing things such as staffing the registration table, welcoming participants and speakers, and tidying the venue. You should have someone:

- Introduce the speakers
- Moderate discussion
- Keep time
- Record the talk and the discussion

## 6. Co-ordinate the media

The media contacts should co-ordinate the media at the event. They should meet and greet the journalists, give them their packets of materials, and organise people to give interviews.

## 7. Transportation

If your event requires transportation, organise it!

## 8. Evaluation Forms

Encourage your participants, speakers, and organising committee to complete the evaluation forms and then collect the completed forms! At some events, you will give out the evaluation forms at the end of the event. At other events, evaluation forms will be included in the materials packet. However you give the form, make sure you get it back completed!



I recently went to a festival and rally where the organisers gave out a piece of memorabilia to everyone who returned a completed evaluation form! Completing the evaluation form was the only way to get the memorabilia!

*Goodwin, Kenya*

## 9. Record your event!

Take photos, videos, and written notes of the event.

### What to do if something goes wrong:

Before the event, the organisers must authorise a person or a few people to make emergency decisions during the event, in case something needs to be changed or corrected. This during-the-event decision-making process is an essential part of making sure that the event runs smoothly, and keeps running no matter what!

What could go wrong? What to do about it?

- Bad weather? Have an indoor venue just in case!
- Fewer participants show up than you expected? Divide the room in two and hold a more intimate gathering!
- Speaker cancels? Have a back-up plan! Have someone stand in and speak, or moderate a discussion, or show a film!
- The venue is locked until 9 but the event starts at 8? Start outside!

## LET'S WRAP UP YOUR EVENT!

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Congratulations! Your event is over, and hopefully you achieved all or most of your objectives. Now it's time to wrap up!

You might be experiencing a mixture of feelings – perhaps you're exhausted from all the hard work; maybe you're exhilarated by the new ideas and connections that your event brought to life; you could even be frustrated by something in your event that turned out unexpectedly. Hopefully your event also generated something positive that was unplanned and surprising.

Whatever you're feeling, there is still more to do to actually finish your event: thanking supporters and contributors; disseminating post-event materials; and following up on any other commitments you made during the event.

Also, you should take time to reflect on your event and think about what lessons you can draw from it. Soon you may be preparing for your next event!



# Chapter 11: After Your Event

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Once your event is over, you should take time to reflect and assess on how it went and follow-up on opportunities that were created out of the event.

## Reflect and Assess

As you reflect on your event, think about:

- How did the event go overall?
- Who was there? Did your target participants come to the event?
- Did you follow your agenda? Did the agenda meet the participants' needs?
- How was your media coverage?
- How was your pre-event planning? Were you prepared for the event?
- What would you do differently in the planning of your next event?



*Listen to the impressions and opinions of different people – organisers, participants and observers. By discussing the event with different people, you'll gain a much deeper understanding of what the real impact of the event was.*

*Be sure to discuss the organising process with the organising team!*

*The evaluation forms, included in your participation materials, can assist you as you think over the event.*

## Follow-up

Your event follow-up can be thought of in three categories:

1. Correspondence
2. Delivering post-event materials
3. Thinking ahead

### 1. Correspondence

After your event, you should be in touch with the people who were a part of the event. Reaffirm the relationships that you are building. You should write thank-you letters to:

- Your sponsors.
- Your speakers.
- Your venue hosts, your caterers, and other people who were a part of making the event happen.
- If it's appropriate, your participants.

In your thank you letter, you should recap the event and the role the sponsor or speaker played in making it. If you have photos you can send them, include them in the letter.



*If you've already created a website, you can post your photos on the website! Let all the participants, sponsors and speakers know that the pictures are up too!*

*If you received media coverage, you should follow-up with the journalists who covered your event. Stay in touch with them, and be sure to invite them to your next event!*

## 2. Delivering post-event materials

Send participants, speakers and sponsors the relevant documents or materials that come out of your event, like:

- Minutes or a summary of the proceedings.
- A declaration.

Send donors and participants copies of your media coverage! Let everyone know how successful your event was!

## 3. Thinking ahead

As this event ends, think about what you can take from it to your next event. Did you:

- Make new contacts?
- Start to plan future collaborations or events?
- Gain insight into how to organise an event?

As you reflect on your event after its over, remember to take notes of your thoughts and ideas. You can use them to innovate your next event!



# APPENDIX I

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## CHECKLIST FOR PLANNING YOUR EVENT

Have you...

- Decided on the objectives for your event?
- Decided what kind of event you want to have?
- Decided if you will organise the event on your own or with a team?

If you decide on organising as part of a team, have you...

- Found other people who will organise the event with you?
- Divided up the tasks that need to be accomplished?
- Decided how you will make decisions in your group?

In your list of tasks to be accomplished, have you included...

- Setting a date for your event?
- Picking a venue?
- Setting a time?

Have you...

- Made a budget?
- Made a plan for obtaining funds?
- Secured your venue?
- Created a plan for promoting your event?
- Created promotional materials?
- Decided what type of media coverage you want?
- Set an agenda?
- Invited speakers?
- Invited participants?
- Written or collected the Welcome Pack materials for your participants?
- Written or collected the Welcome Pack materials for your speakers?
- Written or collected the Welcome Pack materials for representatives of the media?
- Made sure your venue caters to people with disabilities?
- Organised documentation of your event?
- Taken care of all the details, like:
  - Organised transportation, if necessary?
  - Ordered the food and organised the meals?
  - Organised lodging, if necessary?
- Confirmed the attendance of your participants and speakers?
- Arranged for child care, if necessary?
- Arranged for translation, if necessary?
- Created a map to your venue or given directions?

Are you prepared to...

- Be flexible in case anything unexpected happens?

- MOST IMPORTANT, IS SOMEONE ACCOUNTABLE FOR MAKING SURE EACH OF THESE TASKS IS ACCOMPLISHED?**

# APPENDIX II

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## CHECKLIST FOR EXECUTING YOUR EVENT

Have you...

- Made sure everything is ready:
- The Welcome Packs?
- The venue?
- The food?
- The props that the speakers will need?
- Made a back-up plan, just in case?

Is someone...

- Welcoming the participants, guests, speakers, and media representatives?
- Registering the participants and giving them their Welcome Packs?
- Co-ordinating the media and making sure the journalists have what they need?
- Staying at the registration/information desk during the entire event to give assistance?
- Staffing the event, facilitating the meeting, introducing the speakers?
- Making sure the venue stays clean and neat?
- Documenting the event?
- Passing out the evaluation forms?
- Collecting the evaluation forms?

# APPENDIX III

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## CHECKLIST FOR AFTER YOUR EVENT

Are you...

- Reflecting on and assessing your event?
- Reading your evaluation forms?
- Writing thank you letters to the speakers, the media, your funders, and anyone else who supported your event?
- Creating and delivering post-event materials?

Will you...

- Think ahead about how you pursue connections made and ideas generated during this event?
- Think about how you can organise an even better event next time?

# APPENDIX IV

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## **SKILLS FOR RUNNING A MEETING OR WORKING WITH A TEAM**

Here are a few tips...

- As you begin, give everyone a broad picture so that you all know where you're going. If people know what the end-goal is, it's easier for them to dedicate themselves to the process.
- Create the agenda together with the participants. Get their input!
- Set a Time Limit! For a meeting, set time limits for the meeting and for the topics you cover within the meeting. As a team, set up a time frame that everyone abides by.
- Affirm people's comments. A little affirmation really does go a long way.
- If you want to host a discussion, ask open-ended questions.
- As you conclude a meeting, focus on what was discussed, what the next actions to be taken are, who the people responsible for the actions are, and what the time frame is. This way, everyone in the meeting and everyone on the team will know exactly where you're all going!

# APPENDIX U

## SAMPLE AGENDA

Your agenda can look a take a few different forms. It can be as detailed as to assign specific times, coordinators, and locations, like this agenda here:

Time	Activity	Who's responsible?	Location
10:00 – 10:15	Arrive, get refreshments, sit down	Juan	Room A
10:15 – 10:45	Presentation of the Agenda; Ice-breakers	Diego	Room A
10:45 – 11:25	First half of the workshop	Bernal	Room A
11:25 – 11:35	Break		Cafeteria
11:35 – 12:15	Second half of the workshop	Jairo	Room B

Or your agenda might look more like a list of the topics that must be covered. In the interest of saving time and facilitating a good discussion, you may want to include a time estimate for how long the discussion of each topic will last. For example, if you are planning a fund-raiser of a dance party, your agenda might look something like this:

1. Recap of what's been decided:
  - a. The date of the fund-raiser
  - b. The venue where we'll hold the fund-raiser
2. What the fund-raiser's theme will be. (10 minute discussion)
3. Other event details – create committees to be in charge of these:
  - a. Promotion:
    - i. Invitations
    - ii. Publicity
    - iii. Media
  - b. Music
  - c. Food
  - d. Budget

As you make a meeting agenda, keep in mind the results you want to have come out of your meeting. In your meeting, you have ideas that need to be discussed, so you must have discussion, and you should come to decisions from your discussion. Discussion and especially decisions should be recorded in the notes (called minutes) taken at the meeting. You also have tasks that need to be accomplished in order to run your event, so you need people to take responsibility for the tasks to make sure they happen. Who commits to doing what task should also be recorded in the notes.

# APPENDIX VI

## SAMPLE APPLICATION/REGISTRATION FORM

This form is for an overnight conference, but it can be adapted to suit the needs of your event!

Please complete one registration form per participant

Organisation:	_____
Name:	_____
Address:	_____ _____
City:	_____
State / Province:	_____
Zip/ Postal Code:	_____
Country:	_____
Telephone:	_____
Fax:	_____
Email:	_____
Website:	_____
Will you require housing?	<input type="checkbox"/> yes <input type="checkbox"/> no
We will provide breakfast, lunch and dinner. Do you have special dietary needs?	
<input type="checkbox"/> Vegetarian. Other:	_____
<input type="checkbox"/> Food allergy. What allergy?	_____
<b>Conference Registration Fees per Person</b>	
<input type="checkbox"/> Full registration: \$200	<input type="checkbox"/> Student registration: \$100
The registration fee includes all materials required during the conference. Refunds cannot be granted for cancellations made within 72 hours of the event.	
<b>Method of Payment</b>	
<input type="checkbox"/> Check Enclosed	<input type="checkbox"/> Money Order
<input type="checkbox"/> Credit card	<input type="checkbox"/> Visa <input type="checkbox"/> Master Card <input type="checkbox"/> Discover <input type="checkbox"/> Amex
Card # _____	Exp. Date _____
Name as it appears on the card: _____	

# APPENDIX VII

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## SAMPLE EVALUATION FORM

Name (optional): \_\_\_\_\_

Contact Information (optional): \_\_\_\_\_

Name of event: \_\_\_\_\_

Content:

What did you think about the content of the event overall? \_\_\_\_\_

\_\_\_\_\_

How interesting did you find the topics? \_\_\_\_\_

\_\_\_\_\_

Were some topics of particular interest to you? Why? \_\_\_\_\_

\_\_\_\_\_

What would you do differently? \_\_\_\_\_

\_\_\_\_\_

Organisation:

What did you think about the organisation of the event overall? \_\_\_\_\_

\_\_\_\_\_

Did the event run on time? \_\_\_\_\_

\_\_\_\_\_

Was it easy to get around? \_\_\_\_\_

\_\_\_\_\_

Did you know where to go at the right times? \_\_\_\_\_

\_\_\_\_\_

Is there anything else you'd like to add? \_\_\_\_\_

\_\_\_\_\_

# APPENDIX IIX

## MORE PRESS RELEASES!

### YOUTH EMPLOYMENT SUMMIT ATTENDS WORLD YOUTH FORUM

Our president should be addressing youth employment and give us - the youth - the kind of opportunities that would build our character, benefit our families and ourselves and our countries because we'll have young leaders with ideas and actions that will make the country prosper.

**Carolina Garcia Travesi-  
Earth Restoration Corps**

Let us be clear. Half educated, unemployed youth with no prospect of being integrated into a better future is a prescription for disaster. If young people do not have a stake in the existing social order and political order, if they do not feel there is a way forward for them, why should they sacrifice for a better tomorrow? Why should they have an interest in protecting the stability and social safety of that system?

**Dr Ismail Serageldin - Director,  
Library of Alexandria, Egypt**

We are our countries' present and future. The choices we make today will affect our countries tomorrow, this is why we should choose to promote work opportunities that are in the frame work of sustainable development.

**Bremley Lyngdoh - Youth Advisor,  
Youth Employment Summit 2002**

The **Youth Employment Summit 2002 (YES2002)** and the **Earth Restoration Corps** are hosting a workshop on "**Promoting Sustainable Livelihoods for Youth**" at UN World Youth Forum in Dakar, Senegal, Tuesday August 7, 6-8pm.

This workshop is an example of YES2002's commitment to mobilize youth as active participants in the YES2002 Global Campaign of Action designed to create sustainable livelihoods for youth.

The workshop asks the following questions:

- How can we be agents of change and champions of youth employment and sustainable development?
- What do we need to do to make this a possibility?
- What initiatives can we carry out in our own communities?
- To do this effectively, what support systems do we need?
- What barriers exist?
- What are the potential dangers of employment creation that does not take into account the need to incorporate sustainable development?
- How can networking strengthen us?

Presenting the workshop are young leaders from three continents:

**Carolina Garcia Travesi** is from Mexico, and has been involved in environmental protection and advocacy since she attended the Rio Earth Summit in 1992 at age 12. Carolina works with the Earth Restorations Corps, which is based in Colorado, USA.

**Bremley Lyngdoh** is from India, and is a very active youth organizer. His achievements include coordinating Global Youth Service Day 2001; he is a Youth Advisor to the Youth Employment Summit 2002; and he was selected as India's Youth Delegate to the United Nations' Millennium General Assembly in 2000.

**Dumisani Nyoni** is from Zimbabwe, and is a policy advisor with the Youth Employment Summit Secretariat, after a period coordinating the Earth Charted Your Initiative at the Earth Council in Costa Rica.

[www.youthemploymentsummit.org](http://www.youthemploymentsummit.org)

Telephone: 1 617 618 2743 Fax 1 617 969 4902

email: Fred Clark, Media Coordinator, [fclark@edc.org](mailto:fclark@edc.org)

August 16, 2001  
Mexico City

### **NEWS RELEASE**

On August 14, Frank J. Devlyn, President of Rotary International 2000-2001 ([www.rotary.org](http://www.rotary.org)) confirmed his acceptance as National Trustee of the Mexico Youth Business Initiative (JEMAC for its initials in Spanish).

In a telephone conversation with Victor del Rosal, Director of JEMAC, Mr. Devlyn, expressed his enthusiasm and support to JEMAC, offering to collaborate so that Mexican youth may have better opportunities for consolidating their own business projects.

On March of this year, Richard Street, Director of Youth Business International ([www.youth-business.org](http://www.youth-business.org)), participated with Frank J. Devlyn at the Joint Conference on Population and Development of Rotary International and the United Nations Population Fund (UNFPA) in Brasilia, Brazil, manifesting how relevant it is for Rotarians to get involved with Youth Business in setting up local programs, and as business mentors, as is the case in India, for example.

Mr. Devlyn, who recently concluded his tenure as President of one of the world's most important NGOs, Rotary International, is also the President and Chief Executive Officer of the Devlyn Optical Group of Mexico, retailers, distributors, and manufacturers of optical products, the largest retail optical company in Latin America. ([www.devlyn.com.mx](http://www.devlyn.com.mx))

A businessman himself, he acknowledges: "I think I inherited from my father the desire to expand our single shop to become a small optical chain. Working closely with my father, we opened additional stores." When Frank J. Devlyn turned 22, his father died. By that time, the Devlyns had opened their seventh optical shop. Frank J. Devlyn then had to lead the family business with the help of his mother and two younger brothers. In both hard times and good times, the Devlyn chain of optical stores has continued to expand. Today there are more than 400 stores in the Devlyn Optical Group, the largest retail optical company in Latin America, with branches in Mexico, Colombia and Guatemala. Full info: <http://www.frankdevlyn.org/rotarian-1.htm>

For his seasoned experience in business, his great public relations abilities, and connections within the international community, Mr. Devlyn will be a huge asset to the Mexico Youth Business.

On behalf of Youth Business International and JEMAC, we give you, Frank J. Devlyn, a warm welcome to Jovenes Empresarios por México, A.C.!

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# APPENDIX IX

## ICEBREAKERS!

An icebreaker is a type of activity that can assist you to accomplish a particular objective in your meeting, workshop, or session. Generally, the objectives people want to accomplish with icebreakers are:

- To learn participants' names.
- To help participants learn each others' names.
- To get people to sit next to new people.
- To get people to talk to each other.
- To get people to move around.

A few basic rules for icebreakers:

- They should be ten minutes long or shorter.
- Everyone should be able to participate.
- You can use props!

A few icebreaker suggestions:

- The birthday game! Ask everyone to get in a circle by order of birth day (from January 1 to December 31) WITHOUT speaking or writing!
- Break your group into groups of two and ask the new couples to introduce themselves to each other. Then bring the group back together and ask each person to introduce the other person in their couple.
- Toss a ball back and forth among the participants and ask them to say the name of the person they throw the ball to.
- Sit in a circle, and ask everyone to say their name in the order of the circle. The trick is: each person has to say the names of everyone before him, in order, and add his name at the end!

Introduce yourself to the group using the letters of your name. For example, Ida is Intelligent, Dedicated, and Adventurous!