GOING LIVE
PUTTING ON AN EVENT

IT DOESN'T HAVE TO HAPPEN

Events can be an effective way of communicating directly with young people, their parents and carers, your partners and the media. There are a wide range of events that you can use to engage interest in your campaign – from football competitions and club nights, to slam poetry, marches and rallies.

Plan

- What kind of an event will help you to meet your campaign objectives?
- What is your budget? Can you get support from other partners? (see box opposite).
- Who do you want to come to your event? Will it be invite only or can anyone attend?
- When is your event going to take place? What is the best date for maximum attendance and maximum media coverage? Set out a timeline working backwards from the date you have chosen. Build in time for steps such as sending out invitations and waiting for replies.
- What venue are you going to use? Think about how many people are going to come and how much it will cost. Is it in a suitable area?
- How will people get to your event? Consider the availability of public transport and parking facilities.

Deliver

- Develop campaign materials, for example, signage, information packs, press packs, prizes and awards.
- Send press releases to local journalists. Can you generate media interest by inviting an inspirational local figure from your community, a celebrity or well-known personality in your area, or a partner organisation?
- On the day, make sure that signage is clear and that information is accessible and clearly displayed.

Evaluate

- Get feedback from the people who attend. Depending on your event, this could be informal feedback or you could ask people to fill in attendance forms.
- What worked well?
- What could you do better next time?
- How can you learn from the experience?

GETTING SUPPORT FROM LOCAL PARTNERS

Partner organisations may be able to provide financial support, people power, administrative support, or help with organising your event.

Local businesses may be able to donate prizes or provide signage and printing in return for a mention in promotional materials. Partners may also be able to provide venues. For example, if you have arranged for a councillor to award prizes in a local art competition, could the Town Hall let you use a suitable conference room?

Your partners may also be able to provide expertise, staff and resources to help you organise your event.

IDEAS FOR EVENTS – THE POSSIBILITIES ARE ENDLESS!

- **It Doesn't Have to Happen (IDHTH) club night:** organise a themed music event/ club night at a local youth club; put up campaign posters and distribute leaflets and/or merchandise. The night could also include events such as a DJ contest, an open mic contest, X-factor style karaoke competition, etc. Invite relevant local stakeholders to help out and get involved.

- **Slam poetry/spoken word contest:** organise a slam poetry/spoken word/ rap contest – all lyrics must have anti-knife/pro-community theme; encourage input from local teachers, push links with the curriculum (English, Citizenship) and literacy standards.

- **School assembly talks and classroom workshops:** invite another key campaign stakeholder – youth worker, local project lead, police officer, youth offending team staff member – to visit local schools to give talks/workshops on youth knife crime; invite local press to cover the event; perhaps also invite a local partner from your campaign.

- **Local campaign march or rally:** encourage local young people to show their support for the campaign by marching through your area. You could work with young people at nearby schools and get their friends to spread the word. Invite local media to come down, join and cover the march.

- **Local football (or other sports) event:** arrange a tournament for local youth clubs and/or school teams. This could get players and those watching to show support for the campaign and help publicise the campaign in the local media by inviting them to the venue.

EVENT CHECKLIST

- Have you produced information materials?
- Have you carried out health and safety checks?
- Does your venue have disabled access?
- Do you need public liability insurance?
- Do you need to provide parking?