

▶▶ DiEM25

2020

Event Organisation Guidelines

Got questions?

Contact
events@diem25.org

How to organise an event

So, you are a member of **DiEM25** and want to organise an event but don't know how. This easy how-to guide will help you all the way from the planning stages through to the implementation and post-event analysis.

Some questions to think about

1. What do you want to **achieve**?
2. What **format** will you choose and are you sure it's the best one?
3. Which **speakers** will you invite?
4. How are you going to ensure **gender-balance**?
5. How will you make your event **inclusive**?
6. Need funding? [Read more.](#)
7. Confused, not sure? Contact events@diem25.org.

5 easy steps to follow

Follow these **five steps** and you're guaranteed to have a successful event!

1. Planning
2. Communication
3. Secure speakers
4. During the event
5. Follow up

Top tips!

1. Begin early
2. Assign responsibilities
3. Create shared documents
4. Do a run through and tests.
5. Photograph everything!
6. Make noise about it online
7. Follow-up immediately

1. Planning

Events can have **several objectives**. You may want to simply raise awareness about **DiEM25**, grow your activist base or recruit new members. Whatever objective(s) you set, make sure that you don't lose sight of it. The clearer the objective is, the easier it will be to identify speakers, the audience you want to target, the issues you want to address and the best format for your event.

Here's what you need to do:

- **Identify topic of interest**
 1. Do your research. Find out what topic you want to cover and why.
 2. Consult with other members of your DSC when defining topic and content.
 3. If you'd like to organise a **DiEM25 Assembly** or **DiEM25 Official** event, please contact your DSC Coordinator first with your proposal, before reaching out to the CC. This is because maybe he/she already knows about the CC's plans for the upcoming events in your city/country.
 4. Ask yourself, what is the purpose of organising this event? Recruitment, awareness raising, other?
 5. Which type of event are you planning? A **DiEM25 Assembly** ([like this one](#)), **DiEM25 Official event** ([like this one](#)), a **workshop** ([like this one](#)), a **local DSC event** ([like this one](#)) or other?
- **Outline vision for agenda: purpose, agenda points, speakers**
 1. **Inform** DiEM25's Events Coordination Team, events@diem25.org.
 2. **Use agenda template** provided the Communications Team.
 3. **Identify speakers**. Do you want DiEM25 CC members to come, for example?
 4. As a general rule, **make sure** there is always a strong DiEM25 perspective.

- **Secure venue and identify date and time**
 1. **Search for a venue.** Ask around. Make a list and assess which venue is best.
 2. **Consult DiEM25 calendar** at www.diem25.org to make sure your event doesn't clash with another important DiEM25 event.
 3. **Set the date and time** and inform **DiEM25**, events@diem25.org.
- **Define cooperation with co-organiser (if any)**
 1. If you are co-organising an event with a partner, make sure that each party has clear roles and responsibilities.
 2. Make sure that the date and time is suitable for both.
 3. **Define who does what.** For example, who will send out the invitations, who will brief speakers, who will produce promotional material, who will secure the venue and speakers, etc.

2. Communication

If you want to organise a successful event, you need to plan what and how you will communicate about it.

Here's what you should do to ensure your event rocks!

- **Think of a hashtag**
 - Picking the right hashtag will help you to develop an identity around your event, so make sure you choose one. If you're in doubt, don't hesitate to contact the Communications Team, comms@diem25.org,
- **Prepare content description**
 - Based on the planning, **prepare agenda and description** of your event. At this stage, the agenda does not need to include speaker names if those aren't confirmed, but make sure you update it when they are.
- **Prepare social media posts**
 - **Draft social media posts** ahead of the event. Regardless of the size of your event, you should aim to start promoting it 3 months in advance.

TIP: Slowly increase your communication, and share behind the scenes photos, announce new speakers as they are confirmed. This really helps to build up the buzz.
- **Prepare graphics**
 - **Identify** someone in your DSC who can make graphics. If you don't have someone, contact DiEM25's Communications Team, comms@diem25.org. Make sure to share the event description.
- **Prepare list of invitees and send out a save-the-date**
 - **Send out a save-the-date** a few months in advance to make sure people can schedule the event in their calendars. Include it in your newsletter to DiEM25 members in your country.
- **Prepare journalist list and draft press release (if planned)**
 - Make sure you **prepare a list of journalists** to whom you will send the press release. Identify a comms pro in your DSC to draft it. Make sure to also invite journalists to your public events.

3. Secure your speakers

If you want to reach a new audience, you have to go outside your comfort zone. This means not preaching to the converted, but trying to engage in discussion with people who have views which are not be totally aligned with yours. This can help you to establish new contacts and potential allies.

- **Define potential speakers**
 1. According to the objectives of the event and desired outcome, **do some research to identify potential speakers.**
 2. If you are organising a DSC event, you can always check with the CC or NC to see if they have additional suggestions or comments.
- **Approach potential speakers**
 1. **Approach speakers with the draft agenda**, outlining their link with the topic of the event.
 2. **Explain why you are inviting them** and what is the main contribution you expect from them.
 3. **Confirm speakers** and finalise agenda.

4. During the event

By this stage, you should be fully prepared and ready to go. But here are some things to keep in mind during your event:

- **Cover the event live on social media.**
 1. **Pick your channels**, like Twitter, Facebook, etc. If you have the capacity to cover the event live, then please do.
 2. The best way to do this is with Facebook Live or Twitter Periscope. This is much better for engaging with your audience because video content is a winner.
 3. **Find someone with a good camera** - not phone - and make sure you photograph everything.
Note: Always remember to ask if people are happy to be photographed at the start of the event. Make sure the moderator mentions this right at the start.

5. Follow up after event

Following up with participants after your event is key to ensure they remain interested in DiEM25, and your local activities. So, make sure you do the following after every event:

- **Send follow up e-mail with event minutes and next steps (if any)**
 1. Make sure to draft concise, outcome-oriented minutes, summarising the main points. If the content is rich enough, produce follow-up article for inclusion in www.diem25.org under **DSC News**.
- **Publish event report in next newsletter and website**
 1. Write up a content-rich follow-up report filled with good-quality pictures and/or video.
 2. Send it to **DiEM25's Communications Team** at comms@diem25.org.
- **If your event is co-organised with a partner, agree with each other how the follow-up will be done.**
- **Finally, collect feedback and identify what could have been done better.**

Funding

Running an event, more often than not, incurs a cost. However, this shouldn't stop you from getting organised.

Remember to make events, whenever possible, a fundraising opportunity. Find ways to get funds – contributions to DiEM25 in general or concrete actions/tasks.

Here are some tips to help you get started!

- **Raise funds through your DSC**
 - DiEM25 events are almost always funded through local donations collected by DSCs and activists, with the vast majority being run at almost no cost. In exceptional cases, some of the central funds of the movement can be offered, if the organisers offer the CC a draft budget, explain why the costs are necessary, and how they plan to co-fund the event.
- **Look for a partner**
 - Co-organising an event with a local, like-minded organisation can help a lot! If you're struggling for funds, identify a potential partner, discuss with them and consider partnering up!

But, importantly, remember that you cannot:

- Raise funds from private entities or apply for grants without the prior consent of the CC. This is to ensure that basic due diligence is carried out on the source of the funding. A relevant form for presenting the CC with such a possibility will be made available to those interested.