

How to plan a Celebration event

Start planning as early as possible

- ★ We would recommend setting this during the first regional meeting of the cohort, although we understand that this might not always be practical.
- ★ Set a date at least a month and a half before the event will allow feasible time for planning and will reduce any potential strain on colleagues and young people involved.

Discuss and agree on your objectives

- ★ The purpose of the event is to bring together young women and girls, along with their youth workers, who've completed EmpowHER in a particular region to celebrate everyone's amazing achievements on the programme.
- ★ How you go about this though is entirely up to you and the other delivery partners in the region, hopefully with the consultation and direct involvement of young women and girls too. Given this, it would be helpful to refine your event objectives and assign roles and responsibilities so everyone's clear on what they need to do.

This document is to help support you with the planning and delivery of your celebration event but not every key detail is captured and you will need to adapt the tips in line with the chosen event.



Start budgeting and sourcing venue or online platform

Select a specific amount for the budget i.e £2,500. Some costs you might need to consider are:

- ★ Venue hire
- ★ Food and beverages
- ★ Equipment
- ★ Speaker fees
- ★ Insurance
- ★ Audio Visual, decorations
- ★ Security
- ★ Transport, parking

When selecting a venue, you'll need to think about the best location for all young people to attend. Make sure you also gauge any access requirements before booking to ensure compatibility (e.g. gender inclusive restrooms, wheelchair access to name a couple.)

And don't forget to negotiate a discount! Given the purpose of the event, a lot of venues will be happy to do so.

Find a host and plan any other speakers (if applicable)

- ★ If they feel comfortable doing so, it would be a powerful addition to have young women and girls who've completed the programme addressing other young women and girls attending or presenting their projects. If your groups are still running, you can snatch a bit of time towards the end of EmpowHER sessions to practice.
- ★ If you want to find a host or other speakers, start to build a list of people to contact. You might not have to look very far, as there will be inspiring people within your youth organisation or community. As an example, the North West celebration event will have Gina Martin, the activist who made 'upskirting' illegal, to attend and deliver a keynote speech on bringing about social change.
- ★ It is good practice to pay speakers, but some may be happy to do so in a voluntary capacity given the purpose of the event and budget constraints. Arranging travel or reimbursing their expenses should be factored at the very least.
- ★ Once you have your speakers, gather any biographical information and photos for your programming.

Communications

In the run up to the event

- ★ **Invitations:** previous events have sent out formal invites which have been a nice touch. If creating invitations, please make sure to refer to your organisational brand guidelines
- ★ **Draft a schedule in advance**
- ★ **Make and share a plan for escalating and resolving unforeseen issues**
- ★ **Brief any presenters and speakers**
- ★ **Confirm final numbers and communicate accessibility requirements to staff and anyone supporting the event**

Other things to think about are whether you're inviting any press to attend? This is particularly worth considering if you have any notable projects you want to promote or notable speakers at the event.

During the event

- ★ Check in with the speakers to make sure they're comfortable and briefed on the event schedule
- ★ Brief the photographer – make sure they have a key point of contact who's familiar with the agenda, so they know when the best time to take pictures is
- ★ **Determine any photo ops and/or interview opportunities with young people or youth workers. UK Youth would love to support with this so let us know how best to get involved.**
- ★ Live tweeting using the #EmpowHER or organisational hashtag

Other things to think about on the day

- ★ Take a register and record media consent – this might seem obvious, but this has been missed at previous events. Keeping a register is key for any eventuality and to be able to track media consent properly. We are also keen to know how many young people attend the event, particularly if there are barriers to overcome to increase uptake in the future.
- ★ Ensure the venue/rooms are properly signed so that people know where they're going, where to find toilets etc.
- ★ Brief hosts, speakers, greeters and other volunteers about their event duties and timelines – also make sure the relevant people know who to ask if they have any questions or if any unforeseen issues need reporting. Decide the best way of communicating with each other during the event if you need something or someone. This could be a Whatsapp group for example.
- ★ Ensure everyone has the chance to eat and hydrate! Keep a stock of water and snacks in case there's a wait for food. Anyone supporting the event should still ensure they get the chance to enjoy themselves.

After the event

- ★ Remember to share any photos or highlights on social media
- ★ Send thank you and acknowledgement letters to attendees and those supporting the event – not necessary but a nice touch
- ★ Debrief the event at the next staff meeting/final session with the young people if necessary

Other things to consider

- ★ What support do you need from your organisational partners, staff members, parents?
- ★ Any sponsors/goodie bags/prizes wanted? You may already be linked up with businesses who can help.

