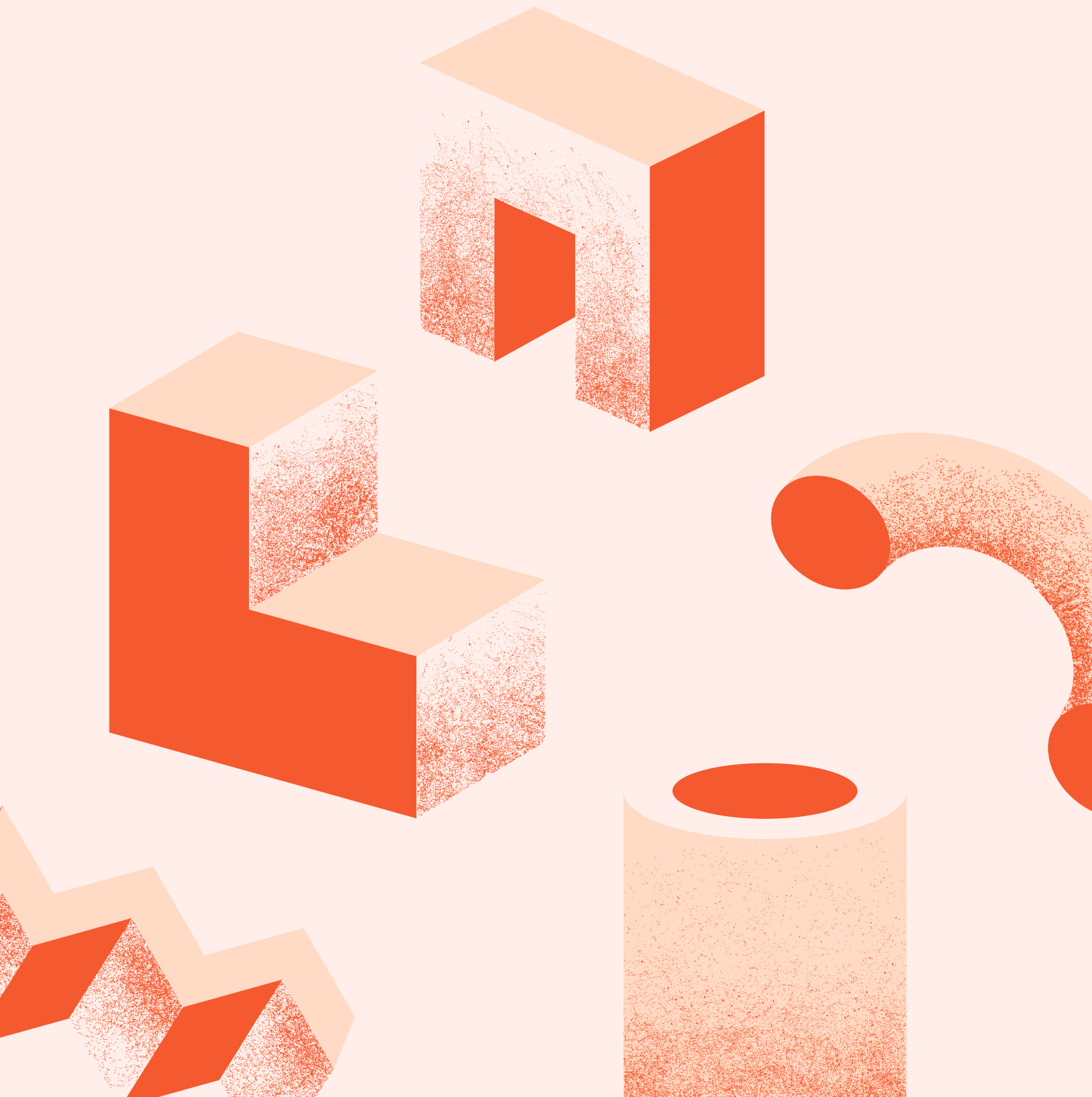


Outreach Event Planning

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Introduction

Welcome to our Outreach Event Planning Guide! This short guide is designed to be your go-to resource for planning and executing successful outreach events. We'll provide you with practical tips and creative ideas to ensure your outreach event leaves a lasting impact. Get ready to engage, inspire, and connect with your audience as you embark on a journey to create meaningful and memorable experiences through effective event planning.



An Outline: Part 1

Here are some of the broader steps you may follow when planning your outreach event:

- 1. Define Your Goals:** Clearly outline the goals and objectives of your outreach event. What do you hope to achieve? Whether it's raising awareness, fundraising, or community engagement, having well-defined goals will guide your planning process.
- 2. Know Your Audience:** Understand your target audience. Tailor your event to their preferences, interests, and needs. This will ensure that your outreach efforts resonate effectively.
- 3. Create a Budget:** Develop a detailed budget to cover all aspects of the event, including venue rental, catering, marketing materials, and any additional expenses. This will help you manage costs and allocate resources efficiently.
- 4. Select an Appropriate Venue:** Choose a venue that aligns with the size and nature of your event. Ensure it has the necessary facilities and amenities, such as parking, restrooms, and accessibility for all attendees.
- 5. Promote Effectively:** Utilize various channels to promote your event, including social media, email newsletters, posters, and local community bulletin boards. Create engaging content that highlights the value of attending and encourages participation.



An Outline: Part 2

Here are some of the broader steps you may follow when planning your outreach event:

6. Collaborate with Partners: Partner with local businesses, community organizations, or sponsors to enhance your event. Collaborations can provide additional resources, expertise, and promotional support.

7. Plan Engaging Activities: Include activities and interactive elements that captivate your audience. This could include guest speakers, workshops, entertainment, or interactive exhibits that align with your event's purpose.

8. Provide Clear Information: Ensure that attendees have all the necessary information about the event, including date, time, location, and any specific requirements. Clear communication is essential for a smooth experience.

9. Volunteer Coordination: If volunteers are involved, provide them with clear instructions and roles. Assign responsibilities based on their strengths and ensure they are well-trained to represent your organisation effectively.

10. Evaluate and Learn: After the event, conduct a thorough evaluation. Gather feedback from participants and stakeholders. Identify what worked well and areas for improvement. Use this information to refine your approach for future outreach events.



Diving in to the Details...

Here are some extended tips:

Staff & Volunteers

- 1 If you will be recruiting staff/volunteers to help with your events, there are some things to keep in mind. Firstly, create name tags or lanyards of a certain color to distinguish staff from attendees on the day. It might be helpful for some of your attendees to have staff that can communicate in ASL, for example, or help out with special needs and requests. For volunteers: remember to say please and thank you, it goes a long way. Even a simple box of chocolates can be motivating. For communications, creating a group on an online platform such as Microsoft Teams can allow for quick and easy communication leading up to the day.

Emergency and Assembly Points

- 2 Announce any planned fire alarms on the day, point out your nearest fire exits and assembly points to attendees. Circulate emergency contact personnel details prior.

Diving in to the Details...

Here are some extended tips:

Food and Drink

- 3** Food and drink should be clearly labelled with allergen information. Try to make sure it is inclusive of all dietary preferences: halal, kosher, vegan, gluten free, etc. It might be helpful to send out data collection forms to attendees to gather their dietary preferences. Remember: some allergies can be life threatening!

Risk Assessment Forms

- 4** Prior to running your event, you might have to complete a risk assessment form. Check this with your organisation!

Working with Young People

- 5** If your event attendees consists of young people (anyone below 18 years of age), event staff may have to complete training and/ or complete Disclosure and Barring Service (DBS) checks. Again, it is best to check this with your organisation.

Diving in to the Details...

Here are some extended tips:

Location

- 6 Hand out maps (digital or printed) on or prior to the day as attendees might be unfamiliar with the location. Have a visible greeting point. A welcome desk would be great! You might have to inform attendees about parking spaces prior.

Sponsors

- 7 If your event is being sponsored, by the Biochemical Society for example, remember to include them in all printed material such as agendas and worksheets, presentations etc. The extent of marketing will usually be agreed to prior with your sponsor.

Metrics

- 8 Circulate a survey or other type of data collection either at the end of the day, and after the event (doing this online could help you save paper!). This can help you analyse the success of the event.

**GOOD LUCK WITH YOUR
OUTREACH EVENT PLANNING!**

