PLAN A SPECIAL EVENT
THEMATIC “STORY-TELLING” SPECIAL EVENTS

Organizing special events is an effective way to raise public awareness and attracting media coverage and getting WFWO’s name in know locally and internationally. The following are example special events to support the WFWO’s objectives and targets.

To take action to become involved with World For World Organization (WFWO) to support its activities objectives, related to global development issues and to promote the Millennium Development Goal (MDGs) targets by 2015.

The WFWO is proposing as voluntary basis to plan a special event or social activities, to who will be interest?

The planning of event and strategy, will provide an opportunity to raise public awareness, and visibility of the organization, not only for fundraising objective, but the most important is to organize the event more effectively ways to achieve its objective. We suggest that also to plan a special event such; briefing sessions in schools, university, music concert, sport event ect. Through these activities will increase public awareness and will have more impact, to promote the WFWO to become known locally and internationally to achieve its targets.

The WFWO’s Communications Team, will provide all support to the organizer, to improve the communication strategy focus on the event targets, to seek a high-impact approach to communicating priority messages to WFWO major audiences, focusing on the Organization main policies and programs and promoting the goals of the Millennium Development objectives. Target audiences include local communities, government, decision makers, civil society organizations, non-governmental organizations, Media, technical and institutional partners, women and youth groups and the general public at large in developed and developing countries.

Please be informed that this information provided below is only to give you some ideas, to help you develop an event, in case you are interest to plan a special event. You can make change happen!

PLANNING SPECIAL EVENTS

Please be informed that, for any volunteers organizations or individuals, interesting in getting involved with WFWO to plan event, we suggest you that before you should go ahead for any event, you carefully need consider the following recommendations and suggestions, in order to plan and putting on an manageable event. We suggest you to identify all tools and tasks, and planning programs and communications strategy plan below, required for successful event.

TOOLS REMARKS

- What are the event slogan and objectives?
- What are the budget time and resources?
- Who are your potential “audiences”?
- When are good time for the event?
- What are your other time commitments?
- What else is going on in the community?
- What are the overhead targets?
- What are your potential sponsors?
- What are the projected income from this event?
- Do you have any volunteers?
- Do you have plenty time and energy to plan event?
- Do you have friends or family group or communities to help you?
- Did you organize event before?
- Where will you hold the event?
- How do you arrange it?
- Why do you choose this event?
- Why will your “customers” support it?
TOOLS AND TASKS

• Event strategy plan
• Media plan and coverage
• Look for sponsors
• Look for patronage
• Invitation authorities and general public
• Plan the event and making a program
• Booking space or find free space
• Getting donated products, cash or services
• Arranging entertainment
• Food and beverage arrangement
• Promo materials
• Printing materials
• Posters
• Information display on WFWO’s website on up coming special with all details
• Other

SPECIAL EVENTS

The majority of events are more successful, if you have planned a strategy and a clear vision, and a full assistance from: local support, media, publicity, sponsors, private sector, as well as from a group of friends, family or volunteers and general public.

EVENT PROMO MATERIALS

Selling a product merchandising as a fundraising or marketing products whether it is, T-shirt, Hot and Watch, Umbrella or other gadgets - has become increasingly popular. People like to get a product or service in return for their cash contributions. Generally, the profit or mark-up on the product is small, which means that you will not make much on each sale. The challenge is to make your marketing strategy work to your advantage as per your planned.

COMMUNICATIONS TONE FOR MESSAGES

To be discussed with WFWO’s Communications Team

We suggest the followings:
• To act decisively to achieve and to promote the MDGs objectives by 2015
• To achieve targets and program of your event, the organizer should select development issues as for ex:
  • United Nations Agenda: UN Day 24 October - World Aids Day 1st December - World Food Day 16 October
  • Campaign on Millennium Development Goals
  • The Action for the Least Developed Countries “we must fight poverty and sustainable development to where it exists” – in LDCS countries.
• You should take action in LDCs where agriculture represents a major part of national employment and income, and agricultural exports represent a large proportion of their exports.
• Sustainable development projects are primary responsibility of each country but national efforts need to be supported by enabling the poverty and economic environment.
• The most important is to plan global issues in partnership with governments, policy maker, local communities, NGOs, private sector.

In wish we learned that the environmental issues is linked with poverty, international communities called for approaches - demand-driven, holistic, multi-stakeholder, participatory and targeted - that empower the rural poor, particularly women, to make lasting changes in their lives.
ACTIVITIES AND TOOLS

Communications activities will be mutually supported and backed with multi-purpose tools. The activities proposed are the following:

Mobile exhibit and publications stand (for example)

An exhibit focus on sustainable development, on poverty and environment issues in LDCs will be particularly created for the event. Negotiation of prominent space for display of the exhibit will be produced in collaborations with the sponsor or the host country. It will also be proposed to display the following topics:

- Event brochure and aims
- Fight Against Poverty
- Human Right
- Women voice
- Social issues emigration rights
- Fact Sheets on: Event, Environment, WFWO’s activities
- Stop AIDS
- Climate changes
- Education for All
- Emergency Operations, Natural disaster
- Decertification
- Water
- Pollution
- Mainstreaming a gender perspective in development
- WFWO’s activities and other important issue or success stories

Media relations

There event plan is no news hook. In the absence of research or concrete action to announce, it will be difficult to draw media attention to the theme. Thus it is proposed to take a low profile approach and accomplish the following actions:

- Arrange one-on-one interviews with selected media and TV and radio
- Press conference
- Packaging and releasing B-roll
- Feeding major web news and feature sources
- Special edition or contribution to the TV magazine
- Press kit containing: Event aims, WFWO, media back-grounder, fact sheets
- Provide a human success stories to attract media, and general public

Web support

All elements adapted for web, with front-page story on topics success selected on in LDCs or about the event aims

Speeches

The following are the opportunities for participation or sponsor to deliver of speeches, and also by the Chairman of the Organizer Committee to welcome to VIP’s and local authorities by during the opening ceremony

Audiences - Primary audiences

- Civil society
- Policy makers
- Private sector
- Sponsors

Audiences - Secondary audiences

- Governments
- NGOs
- Local authorities
- Communities
- News media
- General public
- Youth Organizations
**SPECIAL EVENT UN GENDER DAY**

The Communications Team suggest to all organizers that any event planned and focused on special Gender Day will attract the Media issues, sponsor and public in general.

For the most part of the world, news revolves around events, you should create an event on a specific day when the media is marking some milestone or hallmark. It maybe possible that you will find an issue on the news pages or broadcasts of the day.

The best way to plan events to create news coverage is to take advantage of the several significant dates already planned by the UN agenda calendars see example below. These dates can be used to launch a gender, event and media campaign, engage with the media on a specific gender event, or even be the culmination of either media monitoring, a letter writing or petition campaign, where the results are made public for the media to see.

The Communications Team is calling attention to all organizers that, by using some of the dates and ideas suggested in the following proposal as example, your campaign or event can gain visibility and if planned well, can also make news. The ideas given are only suggestions.

International Day Event for Gender and Media Advocacy:

<table>
<thead>
<tr>
<th>Event Agenda International Day(s) or Event</th>
<th>What you can do?</th>
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<tbody>
<tr>
<td>March 8, International Women's Day</td>
<td>Organize a special focus on Women Gender to highlight the role of women's voices to be heard</td>
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<tr>
<td>October 16, World Food Day</td>
<td>Plan a special event to promote the activities related to fight against poverty and hunger in Schools, Universities, concerts, Music, Dinner Gala, Awards</td>
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<tr>
<td>December 1, World AIDS Day</td>
<td>Develop a special event and briefing sessions for the media on mainstreaming gender into HIV/AIDS or launch a campaign on the media's portrayal of women living with and affected by HIV/AIDS, in Africa. A special event, concert, media awards, etc.</td>
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<td>National events in your country celebrations</td>
<td>Use major events in your country to also develop gender and media advocacy initiatives. For example, International day focus on if your country independence day or special day celebration. You can plan a special event in collaboration with community or municipality, to promote local activities and global development issue by organizing a special event, focusing on women, social welfare, fund-raising, by inviting media etc</td>
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“We suggest you that kindly contact the WFWO’s Communications Team, before planning and carrying out any special event on behalf of WFWO, in order to provide you with all support needed. Thanks for your cooperation and support to the WFWO’s activities.”

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