



Creating an Awareness Campaign

Organising Events Toolkit

Contents and introduction

This toolkit provides ideas, inspiration and practical tips to help you to organise events not only around World Hepatitis Day but for your awareness campaigns throughout the year.

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Section A – Planning your event

What, when, where and how?

What?

First you need to decide what type of event you want to hold. To help you decide here are some things to think about:

Who do you want to reach?

Think about your audience so that you can plan an event that will engage them effectively.

- **Public awareness** is key to halting the spread of viral hepatitis. Hepatitis kills more people than HIV/AIDS every year but it has a much lower profile.
- Use your event to **reach out** to at risk people in your community. Knowing the risks can greatly reduce the chance of contracting viral hepatitis. Treatment starts with testing.
- A show of **public support** can be a powerful opportunity for **advocacy**. Use your event to show your government that hepatitis is considered a big issue in your community.
- **Media** attention for your event helps raise public awareness of hepatitis and the work of your organisation. It can also help to focus government attention on the issues.

Who will take part?

Decide if this is something you want to do by yourselves as an organisation, or if you want the public to get involved. You might also want to engage public health services, schools or businesses. You could also consider asking the local or national government to be involved.

How much budget do you have?

Some events, like an awareness march or a fun run, can be done for very little money but if you want to hold a big event like a concert you will need to have a good budget. If you plan to get sponsorship for your event you may need to have a back-up plan for a less expensive event in case you do not get all the funding you require.

Offer local businesses the opportunity to sponsor your event

When?

You can hold an event at anytime but it is often a good idea to tie it into a specific calendar event like **World Hepatitis Day** on July 28 and **World Health Day** on April 10. Check that your event does not clash with anything.

World Hepatitis Day

If World Hepatitis Day falls during the week this makes it a great opportunity for businesses and schools to be involved during the day but if you want to hold an event that everybody can attend you might want to think about an evening activity or even consider doing something at the weekend instead or even doing something during the week leading up to the day.

Where?

This will depend on the type of event you want to hold. When choosing a venue you might want to think about:

- Is it open to the public?
- Is it easy to get to?
- How many people can it hold?
- Do you need permission to hold an event there?

How?

Every event is different and comes with its own opportunities and challenges. In the next section we look at some of the things you need to think about before, during and after your event.

**Not sure what to do for your event?
Section C has some ideas you might want to use.**

Section B – Holding your event

Every activity is different but here are some things that will help you to make sure your event goes smoothly.

Before the event

Planning and preparation are important to making your event a success:

1. Decide 'what, when and where'
2. Recruit volunteers to help you run your event. Make sure everyone has a clear role and knows what is expected of them.
3. Create a timeline with the key milestones that need to be met and then work out the detailed steps needed to achieve them. Think about the order in which related tasks need to be completed to ensure that there are no hold-ups. This is especially important when you use a supplier who may not be able to be flexible in their time frames. You can create a simple Excel tracker or use a Gantt chart (see Appendix)
4. Hold regular planning meetings to make sure everything is on track. Go through the timeline and if there are any delays look at how they may affect other tasks and adjust your plans accordingly. Take notes to record what has been decided and share these with anyone who could not make the meeting.
5. If your event is in a public space then contact **local authorities** to let them know what you are planning and get any permissions and assistance you may need. This may apply to any public space and especially street rallies. If you are planning on fundraising you may need special permission.
6. Invite **local government** and **celebrities** to take part in your event. This is a good way to get media attention.
7. Contact **local media** for help in promoting your event and to ensure the event gets good press coverage. Radio stations will often promote charity events free of charge. See our **Reaching Out toolkit** for ways to get the media involved.
8. Encourage **local businesses** to get involved and if possible sponsor your event. You could offer their staff the opportunity to participate or volunteer. This is a great way to increase the number of participants and can also lead to funding opportunities for your organisation's other activities.

9. If you are hosting a public event you will want to produce posters and flyers to help get the word out. You could even get a **local school** involved and ask the kids to help make the posters. Get your volunteers out and about handing out flyers and spreading the word. **Social media** is another great way to get the message out; check out our **Reaching Out toolkit** for tips.
10. You can use our custom poster tool to create awareness posters for your event; print smaller versions to hand out to people. You could ask the local hospital and doctors' surgery to display these in patient areas.
11. Make sure you have a plan in place for setting up the event and then packing up at the end of the day; ask for volunteers to help.
12. Go through your checklist and make sure you have done everything you need to be ready for the big day. You can use our checklist or make one of your own.

If you are holding an event for World Hepatitis Day add it to our map
www.worldhepatitisday.org/events

Your event

There will be lots of specific things you need to do on the day and these should all be included in your plan. These are some more general tips for running your event.

1. Make sure one of your organisers is there nice and early to welcome your volunteers as they arrive. They should have everyone's contact numbers so that they can contact anyone who has not shown; and everyone should have a contact number for them so they can let them know if they are running late.
2. Hold a quick **kick-off meeting** to get everyone motivated and to ensure that everyone knows what they should be doing and who to ask if they are unsure. Everyone involved in organising the event should have a copy of the schedule and a list of who is responsible for what.
3. If you have invited any guests or performers make sure someone is there to greet them and see to their needs. Make sure you have refreshments available and somewhere for them to relax.

4. Have someone on hand to greet the media, answer any questions they may have and take down their details so that you can contact them after the event. Have a media hand-out ready with details about the event, hepatitis information, and details of your organisation. If you have VIP guests then you may want to provide interview opportunities before the event.
5. If your event involves **public participation** you will need someone in charge of directing them and making sure they know exactly what is expected of them. Have your volunteers wearing branded t-shirts or high visibility vests so that they are easy to spot in case anyone has any questions.
6. The welfare of your team and volunteers is important. Make sure they have access to water and shade if needed. For an all day event you may want to provide food to stop them wondering off in search of a meal during the day.
7. Remember to take lots of **pictures** and if possible even to **film the event**. You will want these for your own use and also to send to any media who did not come along on the day. Don't forget to send them to us too.
8. Have fun!
9. Be ready to react. Even the best planned events can have unexpected things happen. Bad weather, last minute cancellations, and poor attendance are all things you may have to deal with. Be ready to respond to these and where possible turn them to your advantage.
10. Clean up after your event! People will think better of your organisation for it and you have a much better chance of being invited to hold more events in the future.

After your event

Once your event is over:

1. Keep a **record of the day** along with photos, names of people who got involved and any lessons learnt. If you can get someone to film the event even better! These can all help you for planning future events.
2. Follow up with any media you contacted and see if they are planning to run your story. If they did not attend the event then offer to send them the story along with photos and a list of participants.

3. If you have a [website](#), [Facebook page](#) or [blog](#) then put the story and pictures online. See our **Reaching Out toolkit** for tips.
4. Your event can be used to show the government how important the issue of viral hepatitis is in your community. You could even use it to collect signatures on a petition to be delivered to the government.
5. Contact any organisations, businesses, dignitaries or celebrities who supported your event and thank them for their efforts. Remember that they may be able to help you in the future.

Send us your event photos for our website and Facebook pages

Section C – Event ideas

Something simple

If you only have a small budget or you want to make your event easy for people to get involved then sometimes it is best to just keep it simple.

- **Hand out information leaflets** in busy public spaces like markets, railway or bus stations and town squares. To get people's attention you could set up a small stall, use banners or balloons, play music, or have your volunteers dress up in costumes.
- **Organise a march or a rally.** You can make placards for people to spread your messages and hand out information leaflets along the way. Plan a route where lots of people will see you. If you are using the event for advocacy you might want to end the march at your local government offices and deliver a message or petition calling for more action on viral hepatitis.
- **Raise funds** by organising a jumble sale or a bake sale. Ask volunteers to donate items or make something to sell. You will want to set up stalls and decorate the area to attract people. Think about having some music or performers and something fun for the kids like face-painting.



Something special

You could try and do something really special to mark the day that will attract lots of public and press attention but you may need a big budget. Special events are more likely to attract celebrity and business involvement as they provide a good media opportunity. Approach local businesses for sponsorship and offer their employees a chance to volunteer.

- **World Hepatitis Day concerts** are a great way to get the message out there. With the right approach you should be able to get performers to play for free but you may need to pay for the venue, sound equipment and some event staff. Invite politicians, businesses and celebrities to come and take part and ask them to give a public commitment to helping in the fight against viral hepatitis.
- **Hepatitis testing and/or vaccination events** combine getting the message out with doing something specific to



help stop the spread of viral hepatitis. Involve local or national community health organisations or the local medical centres to provide testing and/or vaccination and support them with volunteers to hand out information and get people to take the test. You could approach pharmaceutical companies and request free testing kits or vaccinations. Get in touch with the Ministry of Health and ask them to get involved. Inform the media and ask them to publicise the event in advance.

- **Sporting events** can be big or small and are a great opportunity for people to watch or take part. Contact local sports teams and organise a match at their stadium. You could ask celebrities or government officials to join in. This would make for a great media opportunity and ticket sales could be used to raise funds for your organisation.

Something different

There are all sorts of events you could hold - anything that gets the attention of your audience in a positive way and gets the message out that we need to take action.

- **Media stunts** can be used to get the attention of the press and politicians. Whatever you do will have to grab people's attention but make sure you have the right permissions and be careful not to get into trouble!
- **Auctions** are a great fundraiser and can be a lot of fun. Ask local businesses to donate goods and services, volunteers can offer to do jobs, or you could even try and get a local celebrity to offer a dinner date.
- **Flash-mobs** are a fun way to get people involved and if done well can really grab the public's attention. SMS, social media and radio are a great way to get the message out to people who want to participate.



Section D – Appendix

Useful links

World Hepatitis Day toolkit	www.worldhepatitisday.org/campaign-materials
Reaching Out toolkit	www.worldhepatitisday.org/campaign-materials
Custom poster tool	www.worldhepatitisday.org/campaign-materials
World Hepatitis Day logos	www.worldhepatitisday.org/campaign-materials
Add your event to the World Hepatitis Day map	www.worldhepatitisday.org/events
World Hepatitis Day Facebook page	www.facebook.com/WorldHepatitisDay
Event planner Gantt chart	www.tomsplanner.com/template-example/conference

Event checklist

Planning

- Decide on your event
- Inform local authorities and get permission (if required)
- Prepare an event budget and monitor your spending
- Choose a location or venue
- Make an event plan including a timeline
- Recruit volunteers

Sponsorship

- Create sponsorship proposal
- Approach potential sponsors

Guests and speakers

- Confirm speakers
- Book performers
- Invite VIP guests

Promoting your event

- Design materials like flyers and posters
- Distribution of flyers, posters, etc. to community
- Contact the local media
- Add your event to the World Hepatitis Day events map
- Register participants

Risk Management

- Insurance – public liability, staff, volunteers etc
- Conduct risk assessment
- Appoint first aid officers
- Contingency Plans – wet weather, low attendance
- Crowd control and traffic control including parking and sign-posting
- Waste Management plan

Event

- Order event equipment
- Organise decorations
- Confirm refreshments
- Organise volunteers and staff

On the Day

- Team briefing
- Organise volunteer registration area & VIP area
- Circulate contact list with mobile numbers to all staff / volunteers

After the Event

- Removal of all equipment and rubbish
- Thank you letters to staff, volunteers, VIP guests
- Thank you presentation to sponsors
- Hold a de-brief session to look at ways of improving the event