

Them

...

GOOD
RELATIONS
WEEK
2026

Us

Everyone
belongs

GOOD RELATIONS WEEK 2026

Monday 12th to Sunday 18th October

Empower

INCLUDE

EVERYONE. EVERYWHERE. EVERYDAY.

Welcoming

Everyone's
different

Me

Choose to
be kind

Event Toolkit

A guide to physical & online events

Safe place

Nothing about
us without us

Joy and
belonging

You

Register your event at: www.goodrelationsweek.com

#GRW26



Northern Ireland
Executive

T:buc
Changing for the better, together



COMMUNITY
RELATIONS
COUNCIL
Equity | Diversity | Interdependence

Introduction

Good Relations Week is back for 2026, bringing people together under this year's theme, **Include.**

Running from Monday 12th to Sunday 18th October, the week is all about creating spaces where everyone feels welcome, heard and valued and we'd love for you to be part of it.

Whether you host an in person event, create an online experience or share inspiring digital content, there are plenty of ways to get involved and make an impact.

This is your opportunity to celebrate Good Relations Week 2026 while showcasing the incredible work you do within your community. It's a chance to highlight stories, spark conversations and encourage meaningful connections that reflect the spirit of inclusion.

If you're still shaping your ideas, don't worry. This toolkit is packed with inspiration, practical guidance and creative suggestions to help you deliver an engaging event or piece of content that truly connects with people.

2026 Theme

The 2026 theme for Good Relations Week is **Include**, celebrating the importance of creating communities where everyone feels welcome, valued and heard. Inclusion is about bringing people together, celebrating diversity and ensuring everyone has the opportunity to participate and thrive.

By putting inclusion at the heart of our communities, we can break down barriers, strengthen understanding and build a more connected, peaceful and hopeful future for all.

Good Relations Week 2026 will highlight the organisations, groups and individuals working to create more inclusive communities across the region and celebrate the positive impact they make every day.

Whether your event focuses on culture, accessibility, wellbeing, education, sustainability or community connection, Good Relations Week 2026 is an opportunity to showcase and celebrate that work.

If you would like to get involved or collaborate, please contact us at info@goodrelationsweek.com

Physical Events

Physical Events

A physical event can include a range of activities where people meet up face-to-face for the purpose of celebration, education, marketing or reunion. Events can be classified on the basis of their size, type and context.

A physical event is Live and in-person and can be documented via photography and video. They can also be streamed live or recorded and hosted via various hosting or social media platforms.

Types Of Physical Events

Seminar: A seminar is organised with a specific target audience that engages participants in discussions about the delineated topic.

Workshop: A workshop is usually one or more educational lectures that give attendees hands-on experience with the subject matter. Workshop topics or themes are often specific to specialist subjects.

Conference: A conference is a face-to-face event that brings together a large group of people with a series of expert speakers presenting on a specialised topic and offer opportunities for networking, roundtables, and panel discussions.

Exhibition: An event that is a large public showing or display of art or products which allows a group, organisation or individual to showcase a specific set of skills or quality of a project to the public.

Tours: A guided tour by an expert that offers its participants a glimpse of a historic property, landmark or museum.

Festival: An organised series of events or performances surrounding the same theme (e.g. music, food, culture or comedy). They can either take place in one space, such as a field or park.

Live Music Sets & Performing Arts: A live concert, musical, theatrical performance or dance routine in front of an audience of spectators.

Sports: A sporting event can vary in size, impact, and purpose, but all involve sharing a passion and love for different sporting activities and has the power to bring people together for a common aim or purpose.

Q&A session: Q&As are a powerful and efficient way to create a more personal experience for your audience, giving them the opportunity to find out more about a certain topic or interact with a high-profile person.

Fire-side Chat: An informal, yet structured discussion between a moderator and a guest with a live audience. Its comfortable setting makes it engaging for the audience and uncovers the speaker's personal stories and ideas.

Awards Ceremony: A formal occasion at which prizes are given to honour achievements by people or organisation in a particular area of work. Winners will be selected and brought together at a special awards ceremony.

Storytelling: Storytelling always involves the presentation of a story - a narrative. Storytelling involves a two-way interaction between a storyteller and the audiences.

Virtual & Digital

Virtual Events & Digital Content

Virtual events and creative digital content are a dynamic, compelling and effective way to reach a new virtual audience. If you are still trying to decide the best virtual format to showcase your outstanding good relations efforts – here is a list we've put together that will help you nail that perfect idea.

Virtual Event or Digital Content?

A virtual event allows creators or presenters to interact with event attendees in a web-based virtual environment from the comfort of their own home. Whereas, a piece of digital content can come in many forms, from text, audio and video files, to graphics, animations and images to convey a message to a specific audience.

Types of Virtual Events & Digital Content

Webinar: A webinar is an engaging online event where a speaker, or small group of speakers, deliver a presentation to a large audience who participate by submitting questions, responding to polls and using other available interactive tools.

Online Training / Workshops: An online session that allows participants to learn a skill or complete a course. The trainer can interact with attendees, solve queries, answer questions and share content.

Virtual Conference: A conference is an interactive online event that brings together a group of people with expert speakers presenting on a specific topic.

Live Music Sets & Performing Arts: A live or pre-recorded concert, musical, theatrical performance or dance routine shared with audiences from the comfort of their home.

Virtual Q&A Session: Virtual Q&As are a powerful and efficient way to create a more personal experience for your audience, giving them the opportunity to find out more about a certain topic or interact with a high-profile person.

Fireside Chat: An informal, yet structured discussion between a moderator and a guest. Its comfortable setting makes it engaging for the audience and uncovers the speaker's personal stories and ideas.

Virtual Exhibition: A virtual exhibition of art, craft or photography that would provide viewers with a curated insight or commentary on the work of the artists.

Case Study Compilation Videos: A piece of video content edited from case study examples used to help audiences see how past projects were delivered in an authentic, engaging and captivating way.

Archive Compilation Videos: A piece of video content edited from previously released or archive footage, compiled in a new order of appearance and combined with new commentary.

Blogs: An online journal or platform that allows a writer or group of writers to share their views on an individual subject.

Virtual Tours: A guided video tour that offers its audience a glimpse of a historic property, landmark or museum. The location is filmed and narrated by an expert moving throughout the location.

Digital Storytelling: Online storytelling helps us engage and captivate audiences by combining a mixture of text, visuals, interactive animation, video and audio to tell a personal story or communicate your message.

Podcast: A podcast is an audio programme focused on a particular topic or theme that you can listen to in the car, at work or at home.

Virtual Events & Digital Content

Delivering Online & Digital Events

From planning, presenting, recording and hosting, follow these essential tips and tricks to help you create an incredible virtual event or piece of digital content.

What do you want to get from it: Focus on why you're holding this virtual event or creating this piece of digital content. What specific outcomes are you looking for?

Define your audience: Your target audience will determine everything else about your event or content, from the topic to the format used. Try and focus on what your target audience looks like and who you want to virtually attend your event or see your piece of content.

Pick a Stellar Topic: Choose your topic wisely. Your attendees or viewers are tuning into your event or watching your content to learn something, so prioritise what you believe they will find the most topical.

Focus on the Content: It's important to remember that content is king, it needs to capture and hold people's attention. Make sure that your topics are well chosen, speakers are engaging, and that storytelling is at the heart of your content.

Choose Your Format: We have provided an extensive list of potential formats you could use. It is about selecting the one you find most resonates with your audience and is easiest for you to use.

Select your Hosting Platform: You have quite a few options when it comes to choosing a virtual event platform or another method of streaming or hosting your content. Pick the hosting platform based on where most of your attendees can be part of the event or where your audience can view the content.

To help you envision what the setup could look like, we've put together a few examples below:

Facebook is a free option for hosting pre-recorded content or streaming live virtual events or content. This platform allows users to tap into an already existing audience base.

Instagram is a free photo and video sharing application that allows users to host video or image content. Instagram Live is a feature of Instagram Stories that can be used to broadcast events to a digital audience and engage with them in real time.

X is an online news and social networking site where people communicate in short messages. It's a free option for hosting pre-recorded content or streaming live virtual events. You can easily create live videos, powered by Periscope, to share what's happening live.

YouTube is a video sharing service where users can create their own profile, upload videos, watch, like and comment on other videos. The YouTube Livestream feature is a free and easy option for streaming live virtual events or content.

Daily Motion, similar to YouTube, is a video sharing service where users can create their own profile, upload videos, watch, like and comment on other videos. It also offers a free and easy option for streaming live virtual events or content.

Vimeo is an optimised online video streaming site that allows users to view, upload and share videos.

Loom is a video recording tool that allows you to instantly share videos. Users can record their camera, microphone and desktop simultaneously. Videos are then instantly available to share through Loom's technology.

Zoom is a cloud-based video conferencing service you can use to virtually meet with others, either by video, audio-only or both, while conducting live chats. It also lets you record sessions to view later.

Virtual Events & Digital Content

SoundCloud is an audio-sharing social networking platform for both listeners and creators. It encompasses a streaming service, a distribution platform and an online community.

Podbean is a podcast publishing tool that provides free and premium hosting packages. It integrates publishing, management, syndication and analysis tools into an easy-to-use podcasting package.

Buzzsprout is a podcast hosting platform that targets new podcasters by making it easy to publish and distribute a podcast.

Invest in the Right Equipment: How much you can spend on equipment will depend on your budget and what you are trying to deliver. Here are a few essential pieces of equipment to host an amazing virtual event or create a compelling piece of digital content:

- Professional-grade camera
- Audio capturing equipment
- Necessary computer equipment with editing, hosting & streaming software
- Encoder (hardware or software)
- WiFi connection
- Lighting
- Accessories such as cables, tripods & batteries

An alternative option is to employ a professional third-party service provider to execute all aspects of your online event or the production and creation of your digital content.

Deliver Your Event or Create Content with Your Smartphone: Do you want to create videos without having costly equipment? If you have a smartphone or a laptop, you already have all of the tools you need to create content or host a virtual event. Smartphones have amazing cameras that take exceptional photos and videos. You can use your smartphone to create content quickly and easily, as well as your laptop's built-in camera to host a virtual conference or webinar. Don't be put off by expensive pieces of equipment. Thanks to technology that you use every day, there are a

myriad of ways to create your digital content and host your virtual event at the push of a button.

Test, Test, Test: Set up a test of your event using your selected hosting platform. Try out every feature you want to use during your event and record a clip. Get feedback on video or audio quality, backdrop and anything else that will optimise your event or content to be the best it can be. If you are uploading a piece of digital content to a hosting platform, ensure that all videos are produced in an appropriate format and file size, and that they play smoothly across all devices and browsers and are compatible with mobile devices.

Promote Your Event or Digital Content: It is not enough to simply plan and execute your event or creative content. Your key target audiences need to know about it so they can sign up, join in or watch it when it is launched. Determine which channels are best suited to reach your desired audience, such as social media or email newsletters.

Track Your Results: Make sure to track the data and analyse it. It is important to know how many attendees registered, how many attended and how long they stayed engaged. It is also important to track viewing figures and engagement rates for content. This valuable data will help support the development and coordination of future events or content.

Ask for Feedback: Ask event attendees or viewers for their feedback. Tools like SurveyMonkey can provide invaluable insights into how and what to improve for future online events or content.

Follow the Guidelines: Groups and organisations will need to strictly ensure all necessary government recommendations and guidelines have been followed to prevent potential liability. This will include GDPR, copyright, usage rights, health and safety, cybersecurity and working and/or communicating with young people.