

Event toolkit

A guide to physical & online events

OPPORTUNITY

GOOD RELATIONS WEEK 2024

16th – 22nd September

Event listings at: goodrelationsweek.com

#GRW24



Northern Ireland
Executive
www.northernireland.gov.uk

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Changing for the better, together



COMMUNITY
RELATIONS
COUNCIL

Introduction

Good Relations Week 2024 embraces 'OpportUNITY' to highlight the power of new beginnings, collaboration, and transformative action to deliver positive community relations and promote cultural diversity across the region.

The Community Relations Council's annual celebration of peace building and cultural diversity work will run from Monday 16th to Sunday 22nd September 2024 – and we want as many local groups and organisations as possible to get involved!

We would love for you to get involved by hosting a physical event, online event, or piece of online content. This could be a workshop, lecture, discussion panel, music or theatre performance, exhibition, archive video, a short film and lots more.

Your involvement and participation will help make Good Relations Week 2024 a success. It's your opportunity to show off your outstanding community relations work.

This is your time to shine.

Don't worry if you don't have a fully-fledged idea yet – this event toolkit will provide you with all the inspiration and ideas you need to deliver an impactful physical event, a highly engaging online event, or a powerful piece of digital content.

2024 Theme

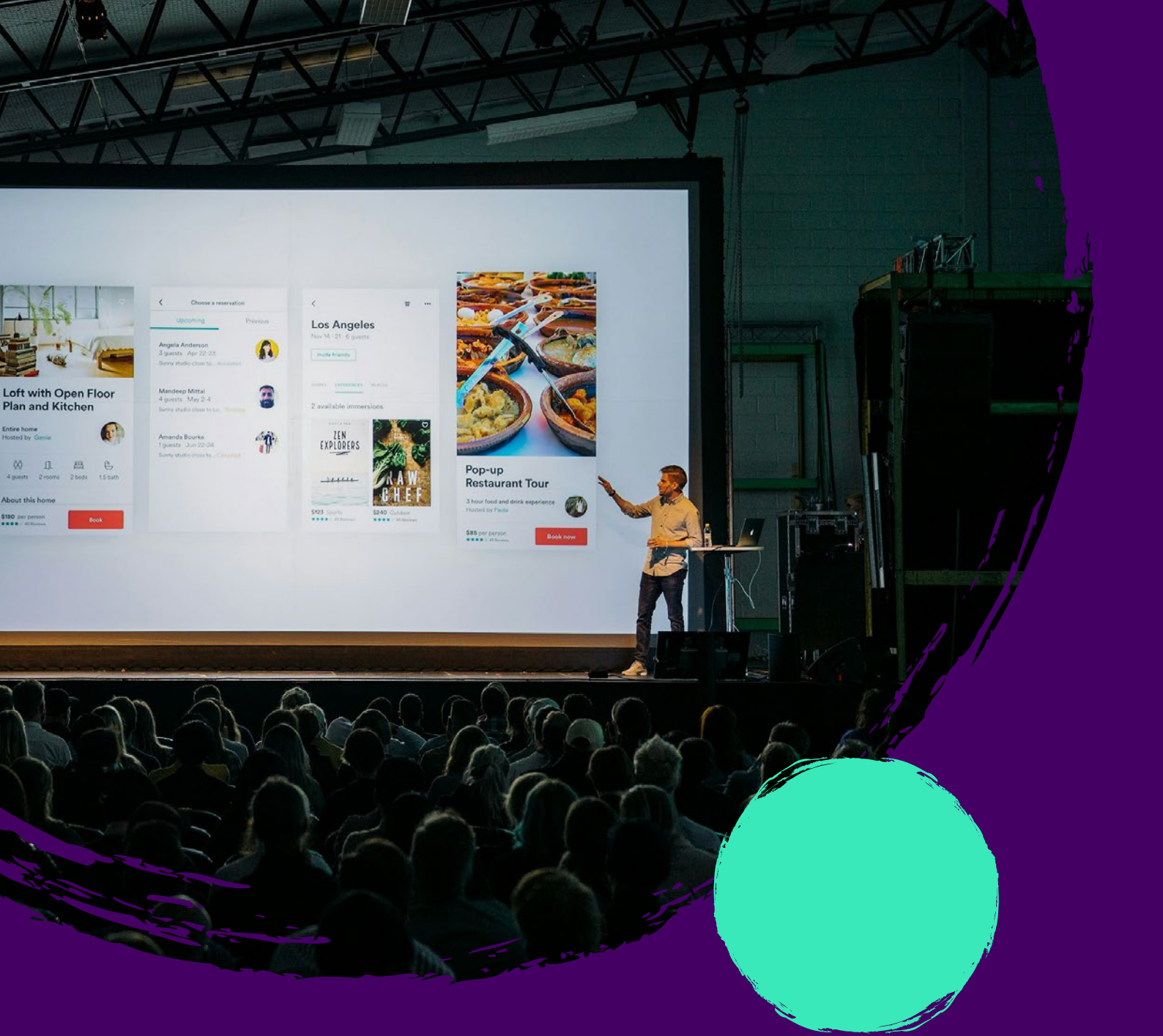
Good Relations Week 2024 embraces 'OpportUNITY' to highlight the power of new beginnings, collaboration, and transformative action to deliver positive community relations and promote cultural diversity across the region.

The theme underlines the significance of unity and the strength found in diversity. It is a call to action for us all to come together and take the 'OpportUNITY' to embrace the potential of the present, to revisit our past, and build a brighter, more inclusive future for all.

'OpportUNITY' invites us to be architects of change, leveraging our collective voice and efforts to address and overcome societal challenges such as sectarianism, racism, gender inequality, health and well-being, poverty and education.

The annual celebration will take the 'OpportUNITY' to showcase the action, imagination, enthusiasm, and commitment of local groups and organisations in their daily efforts to unite communities around us and inspire others to help build a future where everyone is valued, heard, and included.

If you would be interested in collaborating, please get in contact [**grw24@asgandpartners.com**](mailto:grw24@asgandpartners.com)



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.

Delivering a Physical Event

Whether your event is going to be small or large, it'll require a lot of work. From establishing an accurate budget, selecting the correct and safe venue to promoting Whether your event, there are a number of components you will need to implement to help make sure you're as prepared as you can be.

Objective setting: Establishing your event goals and objectives at the initial stages of planning will help you to create measurable goals and desired outcomes.

Develop a risk assessment: Carrying out an event risk assessment is critical is the event organisers responsibility to ensure a thorough assessment of all the health and safety risks has been implemented.

Set a budget: Ensure your decisions are in line with your financial goals. Take into accounts key requirements such as room rental, food and beverages, equipment, health and safety, speaker fees, marketing and insurance.

Build an events team: One person might oversee the delivery of a small event, handling many or all of the event planning tasks. However, for large events, it might take an organised team to execute its delivery. Knowing your event team in advance will help make the event process run far more smoothly.

Select a date and time: Think about your event's target audience when planning what day of the celebration it should take place and at what time. Try to choose a slot to suit as many of the target audiences as possible.

Pick the best venue: Your location will depend on your event type, numbers, and goals. Explore both indoor and outdoor options for hosting your event.

Plan your event critical path: A detailed breakdown of every single action associated with the delivery of the event (e.g. person responsible, progress and timelines).

Pick a topic for your event: Giving your event a distinct topic or subject matter, can make it attractive for potential attendees and help encourage them to attend your event. Ensure to think about your event goals and select a topic that will resonate with as many of your target audiences as possible.

Develop your event running order: Create a schedule of the running order of your event. This will ensure that you have every detail planned and know exactly what should happen on the day of the event.

Secure your event speaker/talent: Research will help you select a guest speaker or talent, that adds value and integrity to your event. Someone that resonates with your target audiences, as well as your event topic or theme, will help engage your attendees. Once your speakers/talent are identified, maintain an open line of communication to ensure they are briefed on the event.

Create a marketing & promotional plan: This gives you the opportunity to spread the word about your event and create excitement. There are a variety of different methods to market your event– social media and online advertising to a website, public relations and emails.

Determine your evaluation model: This should be linked to your goals and objectives (e.g. attendance, feedback from your attendees).

Make a contingency plan: There's always a chance that things may change no matter how well an event is organised. It is imperative to have a back-up plan for all eventualities.



Virtual Event or Digital Content?

Will a Virtual Event or a piece of Digital Content best demonstrate your outstanding good relations work?

What is a Virtual Event?

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.

What is Digital Content?

A piece of digital content can come in many forms, from text, audio and videos files, to graphics, animations, and images to convey a message to a specific audience.

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.

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.

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.

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.

Fire-side 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, but 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 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 help 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.

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 the most resonates with your audience and 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 other 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 set up could look like, we've put together a few examples.

PLATFORM	SYNOPSIS
FACEBOOK	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	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.
TWITTER (X)	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	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	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	Vimeo is an optimized online video streaming site that allows users to view, upload and share videos.
LOOM	Loom is a video recording tool that allows you to instantly share videos. Users can record your camera, microphone, and desktop simultaneously. Videos are then instantly available to share through Loom's patented technology.
ZOOM	Zoom is a cloud-based video conferencing service you can use to virtually meet with others - either by video or audio-only or both, all while conducting live chats - and it lets you record those sessions to view later.
SOUND CLOUD	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	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	Buzzsprout is a podcast hosting platform. It targets new podcasters by making it easy to publish and distribute a podcast.

Delivering Online & Digital Events

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 and streaming software
- Encoder (hardware or software)
- WiFi connection
- Lighting
- Accessories (cables, tripods, and 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 smart phone: 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 the 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 optimize 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 sizes, and that it plays smoothly across all devices and browsers, and is 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 and join in or watch it when it is launched. Determine which channels are best suited to reach your desired audience i.e. social media or email newsletter.

Track Your Results: Make sure to track the data and analyse it. It is important to know how many attendees registered and how many attended and for how long. It is important to track viewing figures and engagement rates of content. This valuable data will be key to 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: When organising a virtual event or creating digital content 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.



Hybrid Events

Why not make your event available to as many people as possible by hosting a Hybrid Event?

Hybrid events are the perfect bridge between virtual and online. They combine a live physical event and audience with a virtual component and virtual audience. This can either be live or recorded, depending on your event goals.

For a Hybrid Event to be successful, it should integrate the physical in-person component seamlessly with an online audience.

Delivering Hybrid Events

Plan your Budget: Hybrid events will still require using a virtual event platform and investing in technology to enable video streaming. It can be a lot to keep track of, so here's a shortlist of what you want to consider when hashing out your budget.

- Hybrid event platform
- Cameras and tripods
- Microphones
- Live venue
- Music or entertainment checks

Create a Balanced Agenda: Hybrid events are all about balance. You have two different audiences with two different needs. To make your event successful, you have to find the common ground between these two groups.

Start by defining what each group wants from their event experience:

1. In-Person Audience

An in-person audience won't need as much effort as they will already be eager to participate, excited to attend and easier to connect with than your virtual audience. They may not need as many breaks and will be more focused on any speakers or presenters.

2. Virtual Audience

Your virtual audience will prefer short, easy-to-digest content. They will need more attention when it comes to engagement. You might want to consider incorporating live Q&As, polls and quizzes.

3. Catering To a Hybrid Audience

So, what's the middle ground? Consider breaking up your agenda so you don't lose your virtual audience. Make sure that it is one event but with two experiences. A common mistake with Hybrid Events is having two separate events for each audience, or isolating one group by holding an activity that one audience cannot participate in.

Select Your Virtual Platform: Since you will have a virtual audience for your event, choose your virtual platform with care. Utilise a platform that offers you live streaming, engagement and networking features, high-quality audio and video and the choice to record sessions. These features are essential and should be considered non-negotiable. Test your platform before the event to make sure it has all the features you need and that it is easy to navigate.

Create Excitement: Think about promoting your event on your social media channels and keep your followers updated. Let them know what you are planning and create a hype for them to be excited about. Consider creating a Facebook Event or an Eventbrite to let people know about your event, and mention that it is available for virtual and in-person audience.

Follow the Rules! Make sure that you are following the government guidelines highlighted in the physical events section for your live audience.

Communicate With Your Attendees:

Communicating with your audience is essential. Communication ensures that they have the correct information and are updated about the event. Remember that Hybrid Events are a new territory, so it not everyone will be familiar with the process. Pay extra attention to your virtual audience as they may not be familiar with the technical side of the process and may experience technical issues. It may be useful having someone on your social media channels providing instructions on how to join the live event.

Enjoy the Process! It can be hectic organising the event, but don't forget to enjoy the process. Use the time to master new skills, making new friends, learning and networking.

Consider Keeping a Video Library: Now that your event is over, you might want to consider uploading the live stream to your website or social media channels available for anyone who could not attend, or simply for memory!

Get Started Today

Scan here
to register



Need help? Contact Us

Contact us at grw24@asgandpartners.com and we'll help you brainstorm to get your idea for a face-face event, virtual event or a piece of digital content up and running quickly.

Grant Support

Need grant support for an idea? The Community Relations Council is committed to providing financial support to local group and organisations to assist them in hosting an online event or to create a piece of digital content as part of Good Relations Week 2024.

Please visit: community-relations.org.uk

Register your Online Event or Digital Content

If you are ready to register your online event or piece of digital content, you can scan the QR code above or click this link: www.goodrelationsweek.com

Sign-up and log-in to register your physical event, online event or piece of online content using our automated online registration system.

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