



Planning an Event Guide

Why run an event on climate change?

With the scale and urgency of the climate crisis, we need everyone to be involved in pushing for change and finding appropriate solutions. Events can be an accessible way to bring new people into the movement, raise public awareness about an issue or put pressure on decision makers.

The planning process

Planning is key to running a successful event or other activity.

- Brainstorm as a group to share ideas – it's a good way to get everyone involved and can be good fun. Do this with plenty of time to spare.
- Narrow your ideas down before your next meeting and decide who's going to take each task forward.
- Create a timeline to keep track of what is still to be done
- Estimate time and cost – will you have the necessary resources?
- Prioritise. Some tasks will be more crucial (and time dependant) than others.

Know your aims & audience

- What do you want to achieve with your event? Is it to raise awareness, get new people involved, achieve practical change, involve local politicians?
- Who is your audience for this event? Make sure your language, promotional material and content are appropriate!
- Are there other local groups you could collaborate with? Can relevant groups help you promote to their members?
- What do you want to happen after the event? How can you encourage them to do it?

Have good content

- What will the event feature? Are you inviting a speaker, MSPs, showing a film, running an activity, something else?
- How will you get people enthusiastic about coming to your event?
- How will the format of the event help you achieve your aims?
- How will you ensure the content is suited to your audience?

Be organised

- What help do you need to run the event? Think about logistics, promotion, facilitating, follow up...
- When will your event be? Does this give you time to plan and publicise?
- Where will your event be? Ideally it would be cheap, well equipped & accessible!
- Do you need any equipment? Cameras, projectors?
- Do you have any budget for the event?

Examples of events

Organise a **film screening** and discussion around a relevant topic! Films, performances and other cultural events can be an accessible way to attract new people to an issue. You could invite local campaigners to discuss it afterwards and ask the audience for input. Just make sure you have the rights to screen the film beforehand!

You could set up a **climate café** where people come together to discuss a particular theme in an informal setting, such as a local café or community centre. These spaces can also be used to collectively respond to government consultations, generate ideas to combat a particular issue or just be left open for whatever participants are interested in!

Invite an organisation to **run a training or workshop** on a relevant issue or skill. This could be something practical, like how to repair your own clothes, or thematic, like a workshop on divestment.