

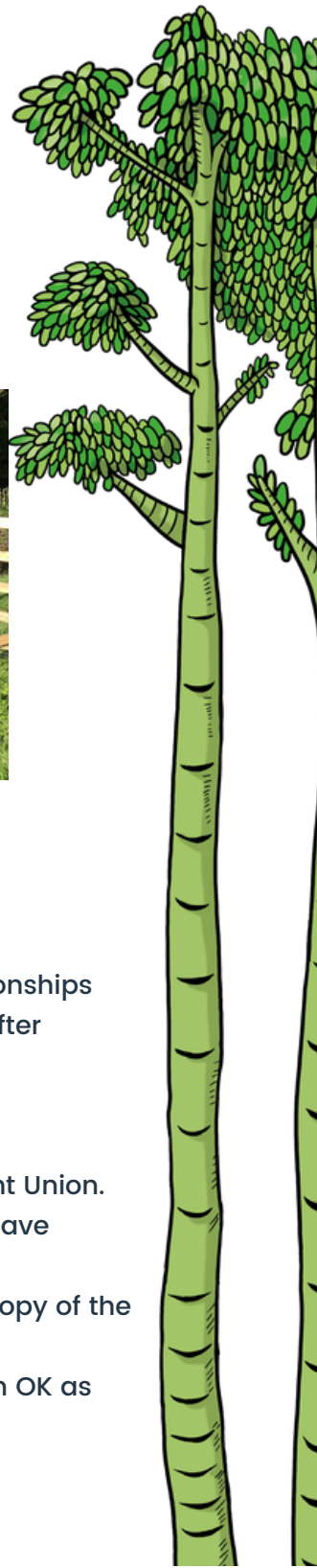
How to Plan an In-person Community Event

WHY ORGANISE A COMMUNITY EVENT?

Today, engaging local communities is a key element of many conservation jobs, as community buy-in is key to the success of conservation projects. As such, organising in-person community engagement events are a great way to grow your skills and prepare you for the job market. Furthermore, they are fun, a great way to meet new people, develop transferable skills e.g. public speaking, and develop your understanding of environmental issues and solutions.

Depending on what you want to achieve you can run events to:

- Monitor the ecosystem services provided by the Tiny Forest;
- Perform maintenance activities;
- Workshops to make additions to the Tiny Forest e.g. welcome signs;
- Photography sessions;
- Creative sharing sessions, like storytelling and art-focused sessions.



6 WEEKS BEFORE THE EVENT:

- Decide on event activity, date, and location.
- Contact landowner in advance of the date.
 - For first contact please go through Earthwatch Europe as we already have relationships with the landowners and exact requirements of notification/approval will vary. After Earthwatch Europe has made the introduction you can contact the landowner independently.
- Ensure appropriate paperwork is completed.
 - Paperwork requirements will primarily depend on the requirements of the Student Union. Ensure that you do everything to meet the requirements of their insurance and have appropriate liability cover for participants as well as yourselves.
 - Landowners may also have documentation requirements, and could request a copy of the risk assessment and additions to it.
 - Check Student Union Risk Assessment regarding food and drink provision – often OK as long as you don't bake your own food.
 - Earthwatch recommends: Risk Assessment, Emergency Response Plan

2-3 WEEKS BEFORE THE EVENT:

- Advertise the event at least 2 weeks in advance of the event
 - Eventbrite - allows you to sign people up to specific slots and have them fill in paperwork in advance of arriving.
 - Earthwatch social media, newsletter, portal.
 - Council.
 - Leaflet or put up signs.
 - N.B. if a school wants to come along let them know that you are not DBS checked; if they come try to have a separate school slot; inform the school they need to do their own risk assessment to come along (you don't need to see it); be aware of safeguarding.
- Ensure the portal is set up and ready to go:
 - Set up your event on the "Event Management" Section of the portal. This will create QR codes you can use on the day for access to the surveys on the portal and to collect feedback. Print copies of these to take with you.

WEEK OF THE EVENT:

- Print-off the forms you need and prepare equipment.
 - Forms required by the Student Union e.g. Risk Assessment and Emergency Response Plan.
 - Photo Consent Form – which includes health and safety and data policy (for people to sign if they haven't signed up through Eventbrite, or if you haven't used Eventbrite).
 - Event specific paperwork e.g. data collection sheets.
 - Event specific equipment e.g. monitoring equipment.
 - Evaluation form.
 - Site information – ensure you know where toilets and food are.

EVENT DAY:

- Run the event!
 - Get photos of the event (send to Earthwatch after the event).
 - Ensure you have photo permissions and liability consent for everyone (if they've signed up through Eventbrite you will already have this, if they haven't get them to sign-up on paper and then digitise this after the event).
 - Ask people to fill in Evaluation form before they leave.

POST EVENT FOLLOW-UP

- Event specific actions e.g. data entry, cleaning equipment.
- Pass on information to Earthwatch Europe:
 - Tree Keeper contact details.
 - Number of participants.
 - Photos.
 - Photo consent information.
 - Evaluation form information.
- Examine evaluation forms.
- Thank you emails - optional.

