



HYBRID Social & Circularity Day - Checklist/Timeline for organizing the event

Event name:

Responsible person:

Budget:



Preparations before the event:

Decide on the key elements of the Social & Circularity Day

1. **Goal and objectives** of the Social & Circularity Day: Why are we organizing the Social & Circularity Day? What is the reason? How can we measure the goals for our event?
2. **Target groups:** You need to consider the target group when planning the Social & Circularity Day. Decide how to reach the target group and what marketing channels you can use (locally, regionally or nationally)
3. **Type of event:**
 - a. *A hybrid event is a combination of “onsite” and “online” events. It is a Seminar/Webinar that is both accessible “live” and “digital” (maximum 2 hours including a short break)*
 - + interactivity with discussions and connections. Those attending are often engaged and open to network.*
 - + Lower threshold to attend. Easier with content and logistics. Even more opportunities to connect and network.*
 - + More active, with more interactivity. Smaller groups, easier to control.*
 - Higher threshold to attend if you’re not initiated. Might be more difficult logistically to organize.*
 - Difficult to control who attends, difficult quality assurance regarding content.*
 - More demanding regarding preparations, and from attendees.*

Bonus activities: Showcases/Best practices

+ Easy content making. Boosts interest with success stories.

- Should be done in combination with one of the alternatives above (a-c)

The target group and the estimated number of participants will affect the selection of the event type.

4. **Date, time, and place + online channel:** Where will the event be organized? On what digital channel will the event be organized? What time and how long. A user-friendly link is recommended to be used, eg. Teams, Google Meet or Zoom.

5. Program:

- Make a detailed program for the event with timings per activity, presentations of SCE-VET materials (the Guide, MOOC, Canvas) and best practices.

Ensure that the program activities and sessions are time realistic. Always think about a plan B.

6. Involved persons (clear scripts of roles for organizer, IT-support, lecturers/presenters, moderator)

7. Practical matters & Budget:

Please consider the budget and the estimated number of participants when deciding the practical matters.

- testing and making sure that there are stable network and internet connections
- health & safety
- bookings (venue, experts, transports etc). Venue accessibility, IT equipment/Wi-Fi, space(s), restrooms, decorations (banners, flyers etc).
- online accessibility for experts, presenters and participants. Network accessibility, IT equipment/Wi-Fi, etc.
- licenses (allowed to play music to public during the event? Consider eg. Web Content Accessibility Guidelines, WCAG)
- parking
- food & refreshments
- estimated number of participants.

Take into consideration for example rental costs, catering, costs for speakers, materials, printouts, copyrights, marketing etc.

8. Invitation and marketing: Make an attractive marketing plan for the Social & *Circularity Day* depending on the target group.

- Create Marketing material!
- Create invitations (layout and content related adapted to target group)
- Design and create event promotion. Include short information of the event and "Save the date".
- Decide invitation channels (forms, e-mails, database. How can the participants register? contact details if feedback and evaluation needed)

Activities during the event:

Final checking regarding program and arrangements (plan B?). **The organizer in involved persons** follow the program and clear scripts with individual responsibilities with name tags.

The following activities follow the program:

1. **Technical support:** available contact person for technical issues during the whole event.
2. **Material for the participants:** Program, pens, paper

- 3. Documentation:** Take photos, recordings, write texts and articles to use in marketing and social media
- 4. Attendance list** (contact details if feedback and evaluation needed)

Make sure the program is available on site, to ensure that the program activities and sessions are realistic that your participants are informed and can follow throughout the event.

Tips: Test the venue equipment well in advance and make sure that needed material is available and present.

Consider Web Content Accessibility Guidelines (WCAG). The guidelines aim to make websites, apps, electronic documents, and other digital assets accessible to people with a broad range of disabilities, including sensory, intellectual, learning and physical disabilities. E.g. recorded material should be subtitled minimum within 14 days after online publishing the material.

Activities after the event:

Conclusion and evaluation discussion. **The organizer in involved persons** get together and evaluate the event arrangements and activities.

- 1. Follow up:** Send out feedback/evaluation forms to the participants (on paper or online?)
- 2. Did we meet the objectives?** Feedback to all involved persons.



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