

How to plan and run an event on ending violence

When planning an event on stopping violence against girls and young women, it is important to ask yourself four key questions: why, what, when and who. This section will give you an overview of key event planning milestones.

Why

Why do you want to run an event? Consider your reasons for wanting to run an event on this issue. What do you hope to achieve? What is the aim of your event? On the issue of violence against girls and young women, you should plan an event to:

- **Educate** others by raising awareness of violence against girls and young women, such as its forms, how people experience it and the impact of it.
- **Take action** on violence by directly addressing its root causes.
- **Speak out** on violence against girls and young women and influence decision-makers to create change.

What

What kind of an event can you hold to achieve your aim? Below are a couple of examples, but you should think about what would work best where you are.

- **Educate**

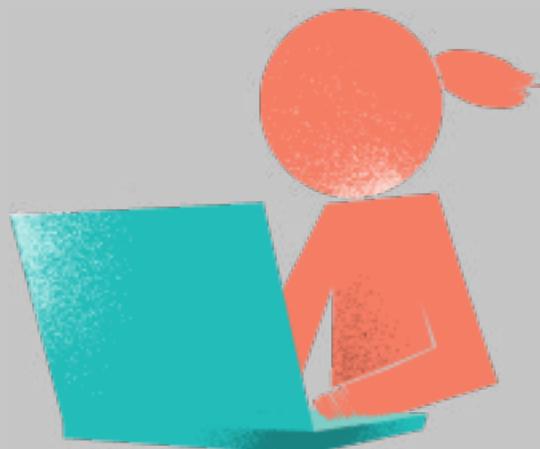
Film festivals; theatre performances; school assemblies

- **Take Action**

Workshops; work at local women's organizations

- **Speak Out**

Panels and seminars; marches and rallies; petitions and letter writing; community consultations



STOP THE VIOLENCE

Speak out
for girls' rights

When

If you hold your event at the optimum time, you can receive more interest from the media and general public. There is a whole host of universally recognised international days by the United Nations. On these days people around the world highlight the particular issue of interest or concern.

Here is a selection of internationally recognised days, however you can do your own research to discover more:

Month	Date and event
January 1st	Global Family Day (One Day of Peace and Sharing)
February 14th	V-Day
March 8th	International Women's Day
April 7th	World Health Day
May 15th	International Day of Families
June 1st	International Children's Day
June 4th	International Day of Innocent Children Victims of Aggression
June 12th	World Day against Child Labour
July 30th	International Day of Friendship
August 12th	International Youth Day
September 21st	International Day of Peace
October 2nd	International Day of Non-Violence
October 11th	International Day of the Girl
October 17th	International Day for the Eradication of Poverty
November 16th	International Day for Tolerance
November 19th	World Day for the Prevention of Child Abuse
November 20th	Universal Children's Day
November 25th	International Day for the Elimination of Violence against Women 16 Days of Activism against Gender-based Violence (from 25th November to 10th December)
December 1st	World AIDS Day
December 2nd	International Day for the Abolition of Slavery
December 3rd	International Day of Persons with Disabilities
December 10th	Human Rights Day and the end of the 16 Days of Activism

Who

You will need to decide how many people you will need to help you plan and run your event. Below is a selection of the key roles and responsibilities you may need for your event – depending on the type of event you are running:

- **Project Manager:** Manages and supports the team; develops the key messages; creates timelines and a comprehensive to-do list; defines budget
- **Communications Manager:** Contacts and builds relationship with the media; writes communication material with the Art Director, such as event invitations, website copy, press releases
- **Partnership Officer:** Identifies and maintains key partnerships for the event; invites and looks after guest speakers, panelists and key contacts
- **Art Director:** Creates attractive promotional and communication material; develops an event logo
- **Logistics Manager:** Organizes venue; organizes necessary material and hospitality; creates an event script – a running order for the day of the event

Key planning stages

The shape, size and aim of your event will all determine what planning you will need to do and when. Below are important key stages of all event planning:

- Decide event aim and concept
- Allocate team roles
- Create event budget
- Create the key messages for your event – what message should participants leave knowing?
- Create a safe space – events on violence can be sensitive and challenging – team up with a local women's organization to support you with planning
- Book venue
- Invite speakers and special guests
- Create marketing and communication material and invite the community
- Tell the media about the event
- Don't forget to share the event with [WAGGGS](#)!
(send your email to: stoptheviolence@waggg.org)