



The World is changing, what about us?

19-25 November 2018

#GEW18

JOIN Global Education Week 2018 and organise Media Literacy activities
Social media, news & traditional media are part of our everyday life!

7 KEY STEPS TO ORGANISE A GEW EVENT

1. DEFINE THE EVENT'S SCOPE AND GOALS

The first step is to establish the scope of the event, what you want to achieve with the event, as well as defining the targeted profiles of participants.

2. ORGANISE A TEAM

It is important that you delegate the organisation of the event to a specific group of people. The size of the team will depend on the type and scope of the event. However, it is very important to appoint a team leader that is responsible for the plan and execution phases and also post-event duties.

3. SET IMPORTANT DATES

This includes not only the event's day(s) but also other important dates such as application opening and deadline.

4. CREATE A COMMUNICATION PLAN AND MARKETING PLAN

Your communication and marketing plan will play an important role in attracting the right participants and stakeholders (e.g. sponsors) of the event. Consider developing different messages for each target audience as well as determining with (?) which channels will you reach those audiences. Please make sure to include the GEW logo in your materials.

5. CREATE A MASTER PLAN

The master plan should include all the aspects of the event including but not limited to:

- Logistics (Venue, transportation, etc.)
- Agenda and content for the event
- Facilitators/speakers/trainers
- Participants' registration/application
- Partners/sponsors
- Volunteers



The master plan should also include details about tasks, their planned dates and who's responsible. This will help the organising team and your organisation track the progress and take actions accordingly.

6. ESTABLISH A BUDGET

Your budget should include estimations for all the important items identified in your master plan.

7. CREATE A MONITORING AND EVALUATION (M&A) STRATEGY

A M&A strategy should be devised in the planning process. Doing so will help you track the needed information to measure different aspects of your event. A M&A strategy will not only help you measure the success of your event but also capture lessons for future events.

8. [FILL THE TEMPLATE TO REGISTER ACTIVITY ONLINE!](#)

9. KEEP YOU GLOBAL EDUCATION NETWORK COORDINATOR INFORMED:

The list of Global Education coordinators is available on the North-South Centre website:

<https://www.coe.int/en/web/north-south-centre/contact-list-gew-coordinators>