



EVENTS & TACTICS

PART 2: COORDINATION

Level 3: Advanced activist skills

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You'll feel like you're one of these soon enough.

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BEFORE WE BEGIN

If you haven't completed our modules on [fundamental activist skills](#), we recommend reading these first. In particular our module on Strategic Thinking.

If you have any questions please get in touch with us at communityorganising@amnesty.org.au.



Refugee rights activists © Amnesty International

INTRODUCTION

Welcome to part two of our module on events and tactics, this one focusing on the coordination stage. If you haven't read [part one](#), we recommend you do that before going any further. In the previous module we covered how to choose the right tactics for your strategy. In this module we'll be looking at what to do after the initial planning stage. How to flesh out those plans and also the many steps for coordinating a successful event. Follow these steps and you will be on your way to achieving more human rights impact.

What does a successful event or tactic look like?

It's good to give each tactic or event a primary goal, what is the most critical thing to achieve? That should be your main focus and then everything else is more of a nice to have. If there is capacity it's also worthwhile to fit in goals that may not have relation to the overarching plan. Here are some of the many goals you could use.

- Inspiring people to join our movement and building the profile of Amnesty in the community.
- Recruiting people who will commit to mobilise at a later date.
- Recruiting new members to your team to help support or coordinate activities.
- Providing development opportunities for team members to learn new skills.
- Encouraging people to take action on a campaign or donate money.
- Building relationships with other community leaders, organisations and groups.
- Participating or partnering with others on events they are coordinating.

For example let's look at a stall, the primary purpose might be collecting petition signatures. Let's say you want to get 1,000 signatures over the course of a plan. At this stall you could aim to get 200, then 200 at the next, and so on. Other goals could include asking people to commit to a later event.

If they are unable to do that then you might ask them to give a donation to help the movement. You can also give people the opportunity to express interest in joining the team at some point soon. There's a lot of different goals you can have for each event, but don't let any of them detract from the primary goal. That should be the main focus of the event or tactic.

There's a lot more to successful events and tactics than achieving our goals. That's certainly what makes it successful for you. But, what about for the people that take part in it? While they will be happy to learn you've collected the 200 signatures you need, isn't what drives them.

For them a big part of it is about having a memorable and rewarding personal experience. We've all been to events that have stuck with us all our lives, whether activism related or not. Something that went a bit further to engage us in the moment.

We're not saying every event or tactic you do has to be life changing, but we should try to go that extra distance. We want people who take part in an Amnesty event to come away feeling inspired. We want them to know that they can make a difference. We'd love for them to get more involved in some way. If they have a bad or underwhelming experience then we may not see them again.



Stall at University of SA © Amnesty International



Activity: In your example plan have a think about what you could achieve during each event or tactic. What are some measurable outcomes you could set? If the event ended up being perfect, what would that look like?

How does your event or tactic tap into the participant's emotions and values? We want them to feel outrage and hope for the issue. We also want them to feel inspired from being present. That they have made a meaningful contribution. They can see how their participation can lead to change on the issue. It shouldn't feel like a waste of time for them.

We also want them to feel happy either because they've had a good time or because they felt a connection. The deeper that connection is, the more likely they'll continue to get involved. We also don't want them to feel bad for not being able to do the main thing you'd like them to. Another good reason to have different options for participation.

That's a lot of feelings to juggle with. Before we jump into the logistics here are some key ways to take events and tactics to the next level. These aren't always relevant for every activity, but should be under consideration regardless.

The entire experience needs to feel stress free and easy to take part in. The instructions for how to take part in the event need to be very clear. They should know exactly when and where to turn up. It shouldn't be difficult to get to and is at a reasonable time. If it involves them doing something before, like purchasing a ticket, then that should be easy too. We want no barriers for participation. The easier it is to turn up, the more likely they will do so on the day.

At the same time we need them to feel interested and invested in coming. We do that by building a connection with them before the event. We need to keep in contact with people before the event, remind them of the importance of coming. Turn this into an exciting moment, a reason to leave the house at least. We want them to think it is most definitely worth the effort to come. To achieve that the event actually needs to be something worth coming to. So think about the audience you are trying to engage and the type of activity that they would enjoy attending.

They should know what the event or tactic is about and what it is trying to achieve before they arrive. It should also be exactly as advertised. You need to describe it to them in a way that the actual event at least matches their expectations. e.g. don't make it sound like you are holding a massive festival if the venue can only hold 20 people. We don't want them to feel disappointed when they arrive.

How can you make them want to stay there and remain engaged? They should feel like you are working very hard to keep them interested. Keep to an agenda and make sure everything runs in a smooth way. Even if you want it to feel more like a down to earth community event, it should still feel professional in many ways. We don't want people to feel bored or to think about things that have gone wrong at the event. That way they have more thinking space for taking further action or to get more involved.

Use the campaign to keep people engaged. Tell powerful stories of those affected. Explain the solutions in an easy to understand kind of way. Help participants realise the connection between their involvement and the solution. Then make clear the various ways they can take action.

Finally, we need to think about how to keep them engaged afterward. How will you communicate with them after the event or tactic so you don't lose their engagement? We have to keep the momentum going at least until that peak moment. The longer the time between this event and the peak moment, the more difficult that will be. It can be very challenging to keep people engaged over a long period of time.



Activity: Continue fleshing out your plan by considering these points for each event. How can you make each event or tactic more engaging? What will make these a memorable experience for participants? You should start getting a clearer picture about what these are going to look like. Also how much work it will take to make it all happen.



A next level stall in Germany.

To summarise:

- Remove all major barriers to participation in your event or tactic. Make it as easy as possible to get involved.
- Participants are clear about what you are trying to achieve and why it is vital for them to be a part of it.
- Keep people engaged before and after the event by building strong connections and highlighting the human rights impact.
- Keep people engaged during the event by making the activities interesting, inspiring and enjoyable. Make sure it all runs in a smooth and professional way.

Let's look at a stall again for example. What could we do to make it more successful?

Well in this case we can't really invite people beforehand, we have to catch the eye of people on the spot.

The first thing we can do is make sure it is very obvious that it is an Amnesty stall. We can put up banners, posters and more. That will attract people who already support what we do. For everyone else that may not be familiar with Amnesty we have to catch their attention in a different way. It could be through the issue itself, so we should make it very clear what we're campaigning on.

If we wanted to take it to the next level we could include some other activities that people like. Something enjoyable to bring people in. It could be face painting, baked goods or someone performing on an acoustic guitar. There's all kinds of extra activities you could do to entice people over.

Couple that with some engaging conversation and you've left people with a good memory. It looks like something they want to be part of. Ask them to take action or to sign up to your mailing list. Ask them if they'd like to make a donation. Let them know how their action will help lead to human rights impact. Make it a special moment for them. Send them a follow up communication after the stall to thank them and explain what's next. Now they're more likely to stay involved in other ways.

All right, we've discussed strategy and goals long enough. Let's get into how to work out all the logistics so you can make it all a reality. Whether coordinating a small, medium or large event the steps are the same. It's worth going through them all for each event regardless of the size. It might bring up new ideas and risks that you wouldn't have considered otherwise. Work through each event or tactic one by one, but always keep in mind how they connect to each other. Picture what the perfect version of it would look like and work backwards. Here's what you need to figure out first.

1 Before the event or tactic.

There are many tasks we need to complete to run a successful event. You first need to work out what those tasks are and then figure out how many people you need to do them. Again making sure that most of the work doesn't fall to a few people. But, if you've answered the questions around capacity in part one of this module you should be fine.

It's useful to split your team up into different roles. You've got people who will do coordination of these tasks and those who are supporting. Coordinators do all the preparation work and make sure the events run without issues. Support people turn up on the day of the event or tactic to help out on the ground. You should make sure that the coordinators in your team are the most reliable people.

During planning it's worth having most of the coordinators part of it. It means you'll have a lot of diverse thoughts, ideas and views in the room. Someone may spot something that you hadn't considered. You can then work out together what tasks need to happen. You can then split these tasks up based on the type of work it is. This could include promotion, volunteer coordination, general logistics, etc. Then give people roles based on their skills and interest.

This moment is also a good point to work out if there's any training you each need to do these tasks. You could schedule this together if you all need it. But, if it's a specific skill one person needs then you can work out how they can do that. Check out our [Skill Up page](#) for all the development resources. Your people in support roles don't need to be part of the discussions around planning. But, you need them to know what they're doing when they turn up on the day. So make sure to keep them engaged and skill them up as needed as well.

Let's look at some common tasks in more detail. For each event and tactic you will first need to decide how much time you need to do it well. That's exactly why we have this planning period at the start. So we're not doing one event in isolation and then moving onto the next. We know what needs to happen and when for the entire plan right from the beginning. The bulk of the coordination for each of the events and tactics could happen very early on. Leaving more time to make each of them much more successful.

But, to give you a better idea of how much time you need here are some suggested time frames. This will give you enough time to do them well and remove much of the stress.

Event size	Definition	Event / tactic example	Recommended preparation time
Small	Events / tactics that don't have much logistics, venue coordination or promotion involved.	<ul style="list-style-type: none">• Market stalls• Petition blitzing• Guerrilla creative actions	4 - 6 weeks
Medium	Events / tactics that you coordinate in full, but take less than a day to run or have an audience of less than 500.	<ul style="list-style-type: none">• Full day events such as skill shares• Themed events such as film screenings & panels	8 - 10 weeks
Large	Events / tactics that you coordinate in full, but are run over multiple days or have an audience of over 500.	<ul style="list-style-type: none">• Media stunts• Protests• Multi full day events such as festivals	10 - 12 weeks

Sometimes though there are sudden moments of opportunity for rapid response. This is when an incident causes a lot of public interest or outrage on the issue. Because of this sudden interest it is possible to mass mobilise people in much less time. It is worth being a part of these moments if there is capacity. But during all other times we definitely recommend the time frames as listed above. This gives you enough time to build interest and to make sure you have done all the tasks you need to do.

It's worth only doing the initial mapping of the events first. This is particularly if you need financial support from Amnesty for the events. Work out most of the details, but don't book anything yet. You will need to [submit event applications](#) on our website for approval first. This will let staff and your regional Activism Leadership Committee know your plans. You can request financial and promotional support here. You can also put in requests for other resources such as campaign materials. It also means your events will be covered by our public liability insurance.

But, even if you don't need any of this support for an event it is still important to submit the application. It helps the whole movement have a better picture of what activism is taking place at any time. We use this information to determine whether we are on track with campaign goals. If we're unaware of what activism is taking place then we can't have an accurate idea of how much impact we're having. So please take the time to do this for every event.

Here are some of the other tasks that you may need to work out. We'll go into more detail on these below.

- **Location of event or tactic.** What are the steps for booking it? How much does it cost? Is it available on the date/s you need? Is it suitable for your event's needs? How accessible is it?
- **Putting together a running agenda.** What time is everything happening? Who has to have involvement at each part? How prepared are they? Who is running the event behind the scenes? What are the technical requirements and how will you test these? Do you need catering options?
- **Activities coordination.** What activities will attendees be doing at the event? What are the different ways to support attendees with these activities? How many people will you need to provide this support? What training will they need to be able to do this? What resources do you need to do these activities? How long will it take to put the activities together? What other set up is there?
- **Promotion.** Where are you able to promote the event? Does it need a Facebook event? Does it need a ticket page? Can you promote it on the venue's website? Do you need promotional support from Amnesty? How will you provide regular communications to attendees? How will you keep them engaged and inspired to come? What will motivate your audience?
- **Coordinating guest presenters and partners.** Will you have guest speakers or partners involved? Who is contacting them and providing them the info they need for preparation? If it is a larger event you should have a Welcome to Country speaker, who is arranging that?
- **Risk assessment.** What are the main risks for your event? What could go wrong? Have you got back up plans in case it happens and there's no way to fix it? Is there a point where you might have to cancel or postpone the event? If it's looking like the event won't meet your goals then it might be worth doing so. Readjust your plans and reallocate your resources to something else.

These are the main tasks you will need to consider. The bigger the event, the more tasks you have. Thus why it is important to have more lead in time for preparation. Work out these details for all your events at the very beginning of your planning stage. Then submit event proposals for them to get approval. As mentioned before, the more you can get done at the beginning the less stress you will have later. You can focus more on making the events and tactics more successful and build the power you need.

Location & venue

Choosing the right location for an event or tactic is an important decision. So we've put together a bit of a checklist you can use to make that choice easier.

Questions about location of event or tactic	Yes	No
Is it easy for people to get to? Are there good parking and public transport options nearby?		
Is it accessible for everyone? Does it have ramps and elevators for free and easy movement?		
Does it have the space to fit the audience size you're hoping for?		
Is it a comfortable and relaxing space to be in?		
Does it have food and drink options? This is important for longer events and also events held around meal times.		
Does it have accessible bathrooms?		
Does it provide the technology you need? This could include things like a P.A. system, projector, computers, etc.		
Does it have chairs, tables, a stage area and other venue features you need?		
If you have to rent the space, is it a reasonable price? Do they offer discounts for charitable organisations?		

That covers most of the considerations you need to think about when it comes to venues. But here are some other tips that may come in handy.

Become familiar with what spaces in your community are public owned. These are generally good for things such as blitzing, protesting and creative stunts. You should also be familiar about the processes for being able to do these tactics in those spaces. What kind of notification do you need to give local councils? What are the legal requirements? This can stop you from getting into trouble later.

Make sure to spread out your events and tactics around the community. Using the same locations and venues a lot builds familiarity and good connections. But, you also run the risk of engaging the same people over and over. If you want to reach new audiences then you need to find ways of being where they are. How many different markets are in your area? Are there public spaces you haven't been to as Amnesty? What different venues can you try?

Let's also go back to our points about making sure events are more enjoyable and comfortable. Venues like libraries and community halls are pretty good for a few reasons. They are usually cost effective, they're quiet and sometimes have the tech you need. But are they comfortable places to be in, particularly for new people? Could you instead book an area at a cafe or restaurant so people can feel more relaxed. Also unless you live in a community where it's normal practice, don't hold events or meetings in someone's home. New people might find this idea to be very uncomfortable.

In the end it comes down to what type of event or tactic you are doing. There needs to be some thought on how convenient the location is for your coordination. But, most of the considerations need to be around the people attending. How much will they like the venue? How comfortable and relaxed will they feel? How much will they want to go there? So keep all these thoughts in mind as you make this decision.



This venue is ready for some music and human rights © Amnesty International

Communications & promotion

This section is all about how to inspire and excite people to attend an event or tactic. How to keep them engaged from the moment they RSVP to the point where they make their way to the event or tactic. This can be a difficult thing to do, particularly in those final moments before the event.

Most of us have expressed interest and excitement in events only to not to go at the last moment. This critical point is when someone asks themselves in that final moment “do I actually want to go to this?” If we’ve done the hard work with our promotions and communications then the answer will be “yes”. If we’ve done exceptional work on this then they won’t ask that question at all. They’ll be charging out the door ready to achieve some human rights impact.

Through our pre-event communications and promotion we keep that interest and excitement alive. We want the event to be prominent in people’s minds, we want them to invest in going. That they think it is worth the effort to attend, that it will be a rewarding experience.

So, let’s talk about how to put together a communications plan. This is important even if your activity doesn’t involve encouraging people to attend. You still need to promote what you’re working on to your networks and how it ties into the wider campaigns. It’s still a way of keeping people engaged.

A communications plan is about how and when you will communicate with your audience. It’s knowing who your audience is and how to motivate them. It’s mapping out all the different methods you will use to do that (email, social media, local media, text messages, posters, video content etc.). It’s working out a schedule for when you will do it all. Before we go any further we recommend reading our guide on [Effective Communications](#).

Okay, let's start with the audience. Everyone has their own motivations for doing something, we have to figure out what that is. If we know that we can try and tap into those motivations through our communications.

It could also be around wanting to show solidarity, to stand with those affected by the issue. It might be about achieving a sense of community. That it is important to learn more about the issue so we're on the right side of history. Or it might be as simple as wanting to go to an enjoyable and interesting event, to have some fun. These are a few of the feelings people have when deciding to do something. They may not all be appropriate for every event, but it will get you started in thinking how you frame it.

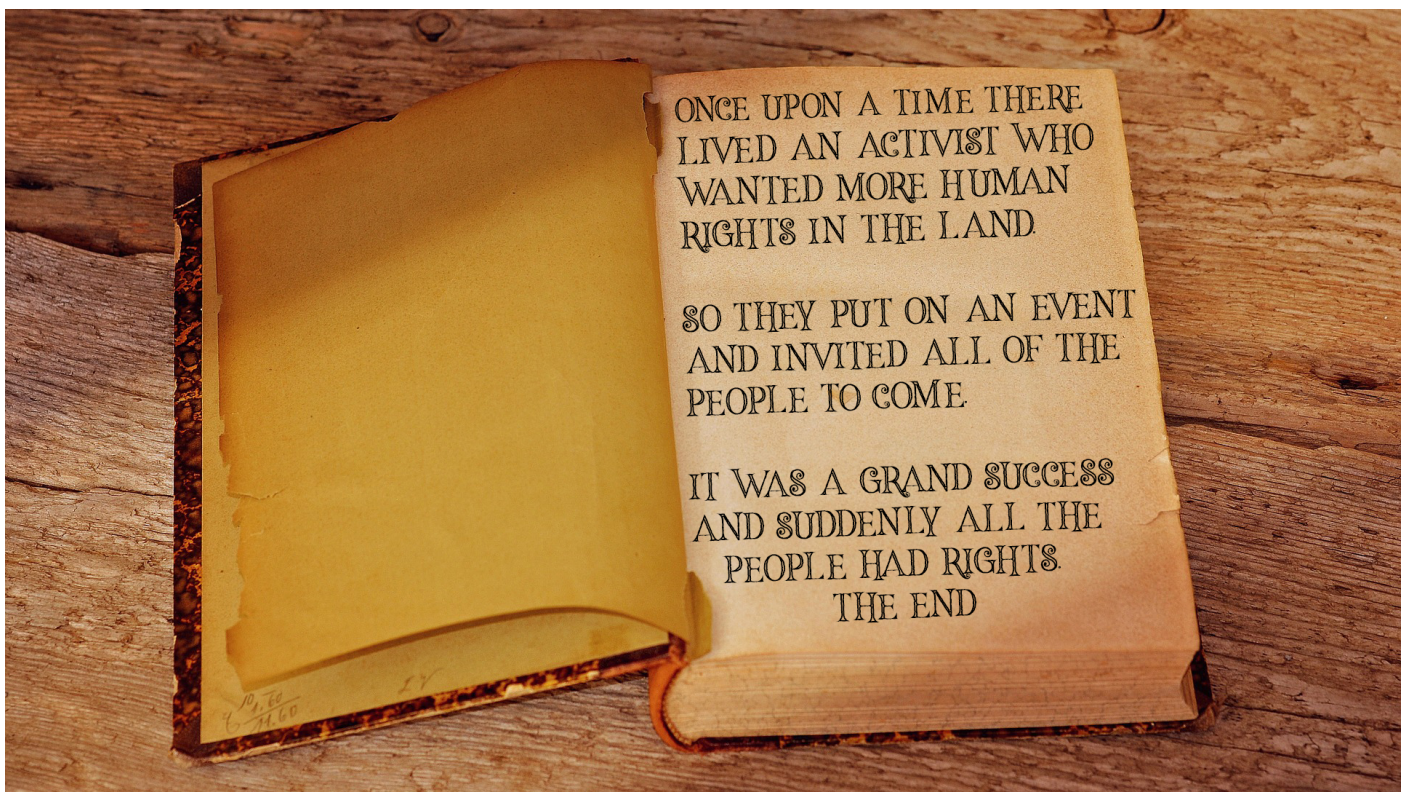
Here are some ways to excite your audience to attend.

Story telling: Start and finish with a good story, put a name and a face to your communications. People connect with other people more than they do organisations. Show who you are, show the members of your team and show how much you care.

Clear messaging: Every piece of communication needs to be short and clear. Anyone reading should be able to identify what the problem is that you are describing. They should also be able to see what you want to achieve and they can help you get there by attending.

Don't forget hope: The topics we talk about can be difficult. But despair and fear are not motivating drivers of change. So incorporate hope into your communication pieces. Show the possibility for change and impact. We have to give people hope for a better future and an invitation to be part of it.

Brand voice: People respect Amnesty International's brand. So, maintain a consistent approach in tone, language, visuals and quality. It strengthens our movement. But also consider what is your unique strength. This can be your localised, grassroots, authentic perspective as an activist. Look at other Amnesty communications for an idea on this.



A little too simple messaging. Try again.

See below for an example of a Communications Plan for a film screening event. The details are all examples, you can add whatever you like in terms of audience, key messages etc.

Event / tactic: Film screening			
<p>Overall goals: Reach capacity of 200 attendees, but at least have 150 attendees (90% of which are new supporters), 90% of audience signs petition, at least 50% of attendees commit to taking part in mass calling program next month, raise at least \$1500, recruit 1 - 3 new team members.</p> <p>Will cancel event if 20% or less of tickets are reserved 1.5 weeks before screening.</p>			
<p>Creative concept: <i>Add details about what will inspire people to attend this. What messaging will you use? What is exciting, interesting or special about your event?</i></p>			
Audience & Objective:	Communication channels:	Key messages:	Send date:
<i>We want who to do what?</i>	<i>How will we reach them?</i>	<i>What will we say to them?</i>	<i>When will we say it?</i>
<p>New audience: We want 150 people in our community to turn up to our film screening.</p>	<ul style="list-style-type: none"> • Ticket site & emails. • Facebook event with regular posts. • Local media and events pages. • Cinema website. • Paid promotion over social media. • Postering in local area. 	<p>Focus on making the film sound as interesting as possible. Then the human rights connection. By attending you will be supporting community activism and helping to have an impact on human rights.</p>	<p>Start promoting at least 5 - 6 weeks before the event.</p> <p>Reminder emails in the week leading up to the screening.</p>
<p>Existing audience: We want to invite people we spoken with in the past to attend.</p>	<ul style="list-style-type: none"> • Ticket site & emails. • Facebook event with regular posts. • Email invite to mailing list. 	<p>Focus on human rights aspect of the event. How it fits in with your larger plan to get people to take part in the calling program. Then focus on the film aspect to excite them into coming.</p>	<p>Start promoting at least 5 - 6 weeks before the event.</p> <p>Reminder emails in the week leading up to the screening.</p>
<p>New team members: We need 3 more people to help coordinate the event on the night.</p>	<ul style="list-style-type: none"> • Email invite to mailing list. • Expression of interest form. • Phone calls to people expressing interest • Training session / webinar 	<p>Talk about how people can take their activism to the next level. Be specific about what sort of support they will be doing. In this instance petition collecting. Run through Structured Conversations training with them.</p>	<p>Ask for expressions of interest when first promoting to the current mailing list.</p> <p>Follow up phone calls ASAP.</p> <p>Training session within 2 - 3 days of event.</p>
<p>Action takers: We want all attendees to sign our petition. We also want at least 50% people to take part in mass calling program next month.</p>	<ul style="list-style-type: none"> • Flyer upon entry with details. • Speech before and after film screening. • Volunteers approaching attendees. • Stall at event. 	<p>Use public narrative to connect yourself and audience with the issue. Tell stories about people affected by the issue. Talk about the solutions and how people can help.</p>	<p>On the night and follow up after the event. Prime people to take action in the lead up.</p>
<p>Post event engagement: We want to keep people engaged following the film screening.</p>	<ul style="list-style-type: none"> • Share photos from event on Facebook page. • Follow up email with step up action. 	<p>Thank you for coming. Connecting with people in your community about important issues matters. Together we can promote and protect human rights. Here's something else you can do.</p>	<p>Immediately following the event, the next day at the latest.</p>

2 During the event or tactic.

The day of the event has arrived! If all the planning has gone well then all you need to do is make sure nothing goes wrong and achieve your goals. Here's how you can do that.

Running sheet / agenda

The running sheet should contain all your key details for the event. It includes what needs to happen, when it needs to happen and by who. Write down your goals for the night and include any key contact details you might need. It's essential to have one of these for every event, regardless of the size. Here's an example of what that might look like using our previous film screening event.

Agenda for film screening

Goals: 90% of audience signs petition, at least 50% of attendees commit to taking part in mass calling program next month, raise at least \$1500.

Contacts: Team leader (contact details) (responsibilities)
Team member (contact details) (responsibilities)
Team member (contact details) (responsibilities)
Team member (contact details) (responsibilities)
Team member (contact details) (responsibilities)
Venue staff (contact details)
Catering (contact details)

Time	Activity	People responsible
5:30pm	Team arrives at venue. Team brief. Set everything up.	Name (contact details)
6:30pm	Venue opens. Hand out flyers about action. Check people's tickets.	Name (contact details)
7:00pm	Acknowledgment of Country. Pre-film speech. Film screening.	Name (contact details)
8:45pm	Post-film speech. Ask people to take action. Start packing up.	Name (contact details)
9:30pm	Last attendees leave. Finish packing up. Team debrief.	Name (contact details)
10:00pm	Event finishes.	Name (contact details)

Arriving at the venue / location

You will need to give yourself enough time before the event begins to get set up. The more set up you need to do, the more lead in time you need. If you want to be on the safe side, imagine how much time you would need if some things went wrong. Because some things are out of your control no matter how well you plan. This will give you peace of mind if you can confirm everything is okay before attendees arrive. Make sure that the most critical aspects are fine, but don't go into full set up mode yet.

Team briefings

Before you get into the full set up everyone needs to be clear on what they are doing. So it is worth doing a briefing at this point. Run through everything on the agenda. Make sure everyone knows their roles and how to do those well. Also that they know how they are contributing to the goals of the night. Go through everything step by step to make sure you haven't forgot anything. Does everyone have what they need to get to work? Once you and the others feel confident they know what they're doing then go set everything up. Some events may have a few smaller briefings involved as people turn up for later shifts or the next day. So make sure everyone supporting your event is able to get this same information. It's also worth checking in with people at various points to see if there any issues and to thank them for their work.

Welcome to Country / Acknowledgment of Country

It is important to start events and meetings with either a Welcome or an Acknowledgment. This is where we acknowledge and pay respect to the Traditional Owners of the land. To learn more check out [this short guide](#) from Reconciliation Australia.

Health & Safety

Who has responsibility over the health and safety of attendees depends on the type of event. If it's an event you are coordinating, then you have that responsibility. The venue or location also does to an extent. If attending someone else's event you only have responsibility of your part of the event. Make sure everyone on your team is keeping an eye out for this as well. Here are some tips to keep in mind.

- Know the capacity of the space you're using. Make sure you don't have more people than the space can hold. You can do this by limiting ticket numbers. If it's a public space for something like a protest then make sure the authorities know about it.
- Look for any hazards on site. Is there anything where people could injure themselves? Either try to remove that hazard or put up a sign warning people about it. If you see anyone doing anything that could lead to injury then talk to them about it.
- Tell people where the bathrooms and fire exits are. You might also include a briefing on the emergency plan in a speech. Let people know the protocol in case of an emergency.

You can't control everything, but it's important to make your events as safe as possible.

Taking photos & videos

Events are a fantastic opportunity to get visuals of our activism. We can use these to show the work we're doing and inspire others to get involved. But, it usually ends up being that one thing we forget to do because we're so busy. So it's worth having someone whose role is to take photos during the event. But, you need to make sure that you have people's consent to take their photo. For resources on getting media consent, as well as tips on how to take good photos - [check out some resources here](#).

It's also worth encouraging attendees to take photos of their own. You might ask them to use a specific hashtag or link when sharing. If you find that they've taken some great photos get in touch with them and ask if you can have permission to use them. Make sure to credit them though if you do.

Engage with attendees

It's easy to get bogged down in all the details of the event, trying to make sure that everything runs well. So, it can be easy to forget sometimes the main reason you've put the event on, which is to inspire people to take action. This is why it is good to have people on your team whose role it is to engage with attendees. They should make people feel welcome, answer inquiries and start conversations. If you don't approach people with specific asks then there's a higher chance they won't take action. Standing behind a table waiting for people to come to you is a sure fire way to get less actions. Check out our guide on [Structured Conversations](#) for more.

Team debriefings

Once attendees have left and it's time to pack up make sure to also have a debriefing at the end. It's not meant to be a full detailed evaluation, that will come later. But, you can ask your team about their immediate feelings about how it went. Were there any issues you need to address later? How did you go with reaching your goals? You can use this information in your thank you communications to attendees. Also use this as an opportunity to celebrate everyone's hard work. You've made it to the end of the event and most of the hard work is over. Take the time to reflect on how well you've done. Then get everything packed up and take care of any immediate tasks that need finishing.



Activists taking the time to engage with attendees 2017. © Amnesty International

3 After the event or tactic.

Follow up with event attendees and team members

It's important to get some information out shortly after the event or tactic is over. You might post some photos and a short message thanking everyone for taking part. The main reason to do this is to keep attendees engaged with you. If they had a positive experience and see this message then they keep the connection going. They will remember who was responsible for giving them that experience. That positive feeling will last longer.

Follow this up with a more detailed thank you within the next 1 - 2 days. In this communication you can talk about what you achieved together and what the next steps are. Again you'll want to do this while the event is still fresh in their minds. They'll be much more likely to agree to the asks that you have. You'll also need to work out how to keep them engaged between this moment and your next event or tactic. Time for a new communications plan.

It's also important to make time for your team members who helped with the coordination of the event. Celebrate your joint activism together. Talk about next steps with them and encourage them to remain involved. If this was the first activity, think about what else they might need to become a more confident activist. Spend some time building the relationship with them. Encourage them to take part in more development activities to learn more.

If anyone expressed interest in joining your team you could do something similar. Have someone in your team get in touch with them shortly after the event while their interest is still at its peak. The longer you leave them, the less likely they'll get involved.

Complete follow up tasks

Make sure to complete any outstanding tasks you have from the event or tactic. This could include updating your mailing list with new contacts. Returning petitions and any money raised to Amnesty. We need these back as soon as possible because we have to data enter all this information. Once these contacts are in our database we can also get to work engaging with the attendees.



A meeting to discuss upcoming events. © Amnesty International

Evaluating the event or tactic

As soon as possible after the event you need to sit down for a more detailed evaluation. You need to do this while it's still fresh in people's minds.

- Here are some useful questions to ask:
- Did you achieve the goals for your event? If not, what were the barriers for doing so?
- What worked well? What didn't work well? Were there any surprises that you weren't expecting? These could be positive or negative.
- What would you change if you could do it again? What have you learned that can you take into the future?
- Was there any feedback from attendees that you should consider?
- How do these results affect the rest of your plan? Do you need to change anything in your plans?
- Put all this into a report so you can access the information in the future. One day you won't remember all these details, so if you have a report that knowledge will be there forever.

It's also worth sharing this information with other activists and staff. There's a lot we each can learn from this sort of data. We can look for common trends, new opportunities or areas for improvement. We can inspire each other with our work and strive to try new things. So, don't keep it all to yourself. Get some photos and a couple of paragraphs together and share it around.

Following the event someone from our Supporter Care team will be in touch. They will send you an evaluation form, so please take the time to complete it. If we know more about the activism you are doing, we can be more proactive in celebrating it.

From here the event or tactic is complete and you can continue working on your next one. Then the cycle begins anew and we are one small step close to a human rights victory.



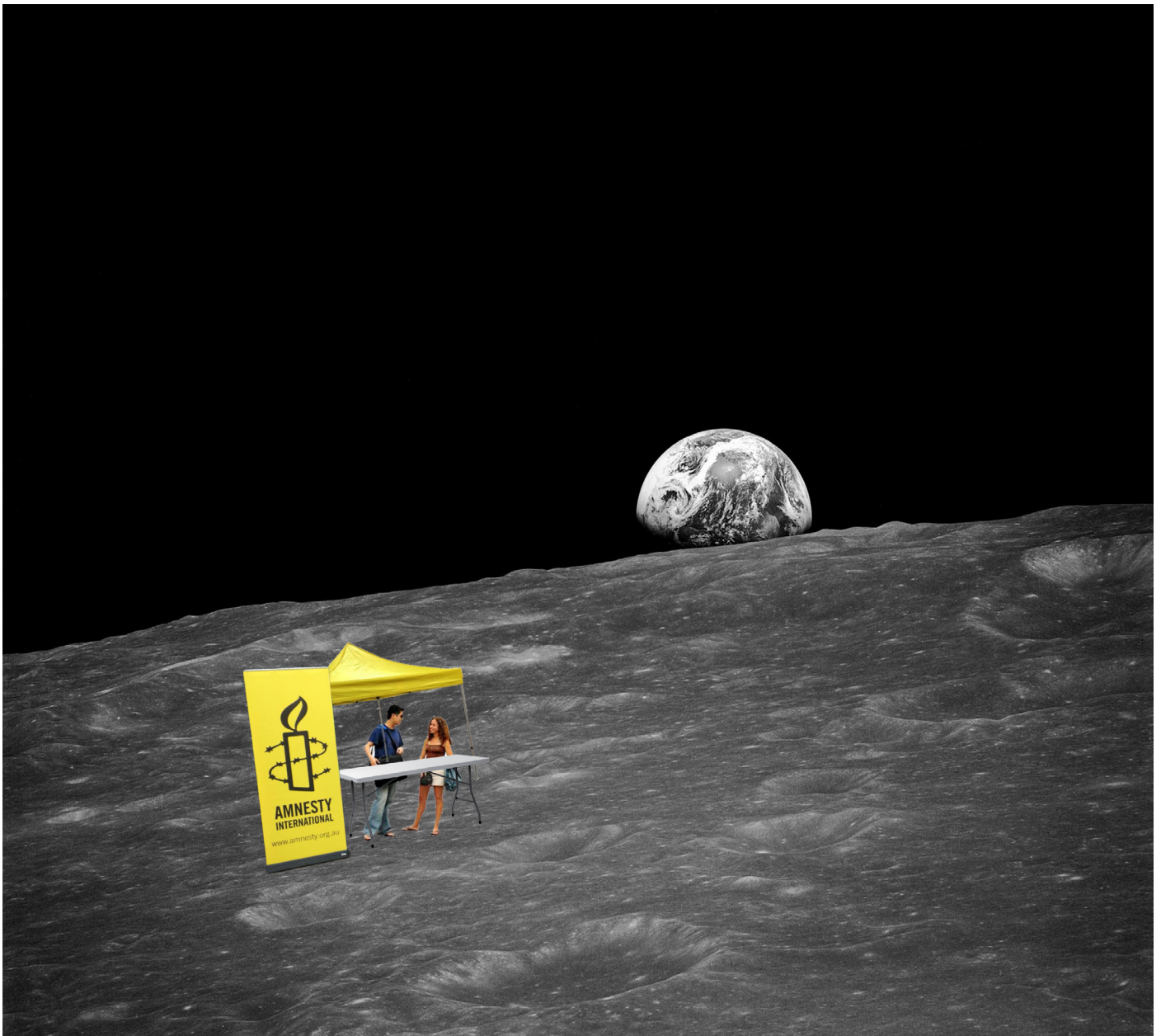
Activity: Imagine you're coordinating your dream event. Practice going through each of the steps we've just been through. Although don't actually fill our event applications etc. You could contact some local venues to inquire about booking details for future reference.

The cycle never ends, but it works!

What's next?

That concludes our two part module on events and tactics. We've covered a lot of information. Knowing how to plan and coordinate strategic events and tactics is so important. It might be one of the most vital skills an activist can learn. So we wanted to make this very comprehensive. It's how we build the movement. It's how we achieve change. So if you're going to prioritise any skills, these should be number one.

If you have any questions you can get in touch with us at communityorganising@amnesty.org.au. Thank you for your time!



Visit the Skill Up page for more activist development resources.

www.amnesty.org.au/skill-up/

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