



ORGANIZING AN EVENT

HOW TO...set and organize a powerful event?

See below our TOP TIPS to organize the appropriate gathering as part of your advocacy activities.

Whatever the format, a policy event provides a platform for discussion and exchange of information on a subject of interest common to participants and aims to ensure progress in the political debate on a specific matter.

Key steps to organize a policy event in your country include:

- **Undertake preliminary research** and understanding of relevant policy priorities and programmes (stakeholder and policy mapping, see here link to appropriate website section.)
- **Define the theme**/key topic which you want your event to focus on
- **Build your programme**: identify the key stakeholders and their positions on your issue with a view to inviting them as speakers
- **Identify** who you would like to participate in the event (including ministries' officials, NGOs representatives, professional associations, patient/user groups, industry representatives, etc.)
- Identify **potential allies** with whom you could co-organize the event
- Prepare your **budget**
- Prepare your **timeline**
- **Promote** your event using various communication channels (social media, eMailing campaigns, referencing on appropriate platforms, sharing with multipliers (partners' eNewsletters, etc.)
- **Organize the logistics** (including venue selection, invitations, speaker management, onsite management, communication at and around the event, financials, etc.)

Once the event has taken place, it is important to follow up on the event including by:

- Producing and sharing an event report with key stakeholders;
- Agree on a strategy for next steps and a timeline