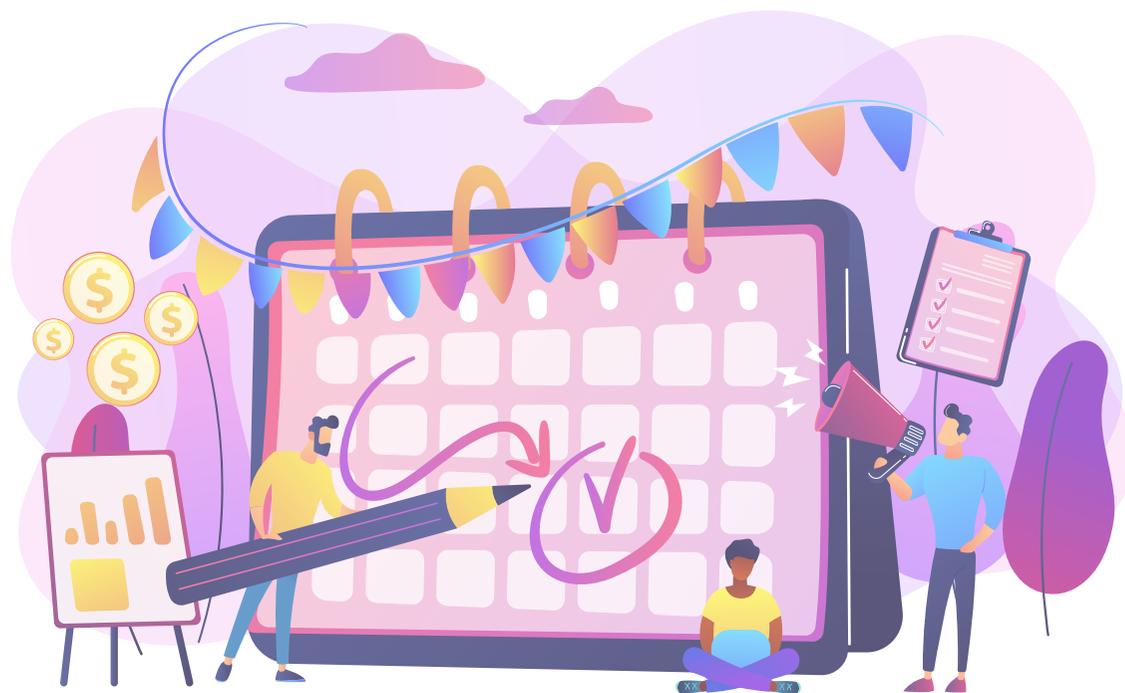




## MYgrant METAMORPHOSIS - Professionalization Of Youth Workers Integration Of Migrants Through Multi-Medial & Art-Based Learning



## MYgrant EVENT How to organize My own Event? Brochure for informal groups of youth.

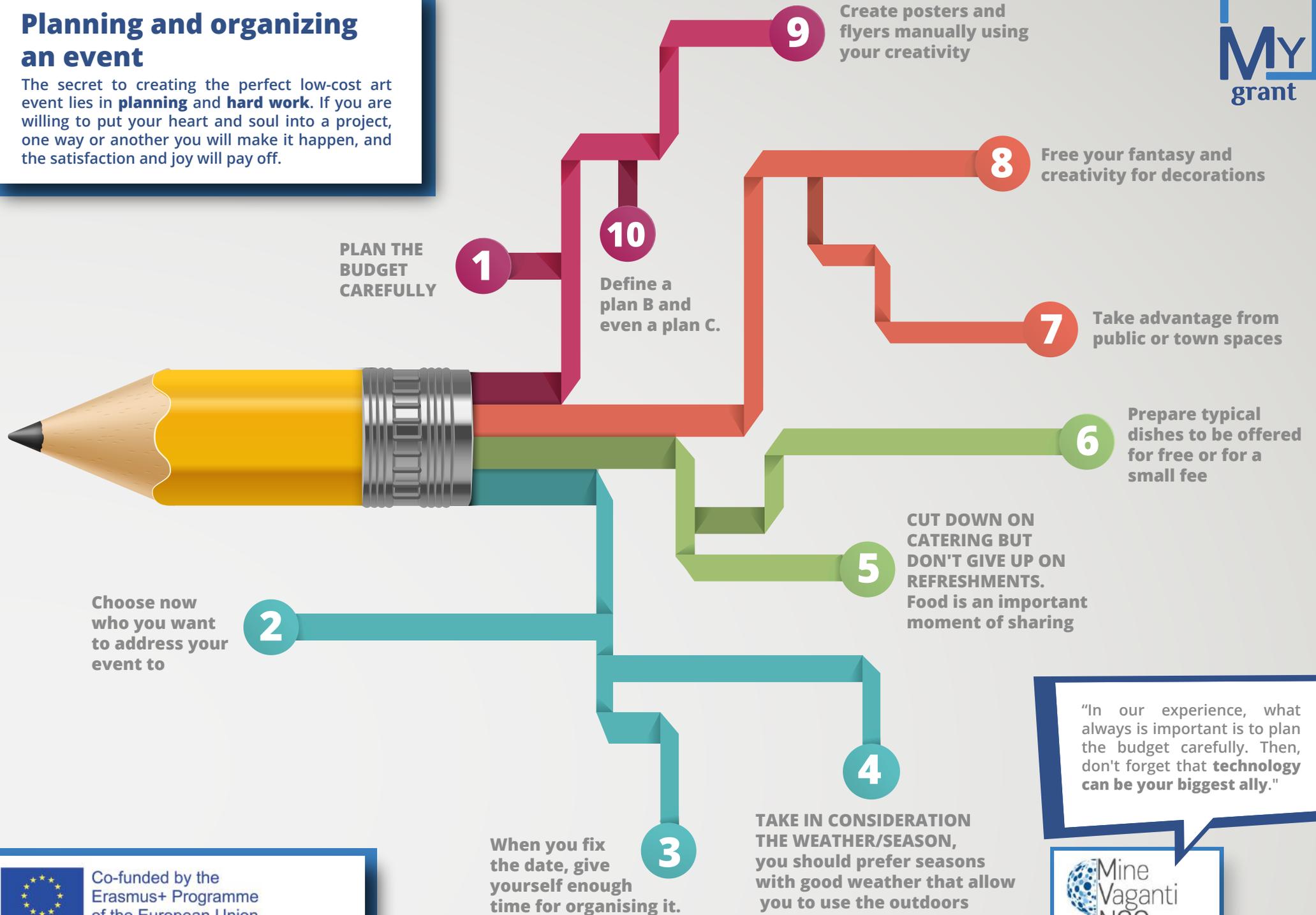


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# Planning and organizing an event

The secret to creating the perfect low-cost art event lies in **planning** and **hard work**. If you are willing to put your heart and soul into a project, one way or another you will make it happen, and the satisfaction and joy will pay off.



"In our experience, what always is important is to plan the budget carefully. Then, don't forget that **technology** can be your biggest ally."



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## Finding equipment and a venue with no budget

Finding equipment and space without a budget is not that difficult at all; financial constraints help with creative thinking and organisation. How much can be done when we look around: places, people, organisation, equipment.

1

Ask local authorities/ NGOs/ companies about their ability to support you with products and services/ equipment

2

Participate in other events to see best practices

3

Organize an unusual event that will wake the interest of others, so that they will want to participate and get more involved, e.g. a music event, a DJ set, a racetrack event, a sporting event, a ball game, a competition, an evening of national or regional culture, a cabaret, organize a party tent, etc.

4

Find free local activities (search online or ask others) that you can use to make your event interesting

5

Events are a huge field in which you can gain skills. With a very limited budget, you will either ask for help from friends or you will learn the basics yourself, so you can set up a simple website or create a logo for a project.

6

You won't be able to organise a multi-day conference without a budget, but you can organise smaller, one-day or afternoon events.

7

Instead of buying, you can rent equipment (ask about using someone else's equipment)

8

Finally, acquaintances. Get contacts. Every event needs people: be it a team. You will also get in touch with people by arranging the venue or refreshments. The acquaintances you make at such events are very often valuable contacts that you can use in the future.

In 2014, together with my friend, I decided to organize the Festival of the Ukrainian Theater "East-West". The first edition took place without financial contribution. The festival has continued in the following years and now has the support of the Krakow City Hall, the Ministry of Culture and many other partners."



## How to plan an event with local artists

If you want to plan an event for entertainment, you should start early to look for the right acts for the stage. Taking into consideration the variety of the public you want to reach, take enough time not only to find them, but also to set up a mixed program for your event. Here are some practical hints to plan your first stage event.

01

Be clever and negotiate: For many unknown artists it is enough fee to play in front of an audience.

04

If they want to earn too much money, think of alternatives or ask local companies for sponsoring.

05

After negotiating, you should set up a contract with the artist.

10

When everyone is informed about the event and you invited all artists for the soundcheck, don't forget to buy some food and drinks for them to eat and drink while they are waiting for their soundcheck to happen.

01

Be clever and negotiate: For many unknown artists it is enough fee to play in front of an audience.

06

Take the contract with you and meet the artists to plan the event. Don't forget to let the artists sign the contract. If you haven't set up a contract before, you can help on the internet.

11

Depending on the country, ask the artists to announce their titles (in Germany: GEMA fees).

02

Do some further research on the internet and see if they go well with your event.

07

Be aware that an event with several artists will also need several soundchecks. Plan the soundchecks wisely with enough time before the event itself starts.

12

After the event: Say thanks, leave your business card and don't forget to pay their bill.

03

Asks friends or the internet about local artists. Contact them via mail or phone

08

Send your media products like posters and leaflets to the artists as well and remind them to invite friends and families.

09

Ask your artists about their instruments and what equipment they need and let your technician know for the soundcheck.



Statement of a young volunteer

"So now it's time to stay tuned. Phoning after artists or sponsors, checking the contracts, discussing the course of events with all participants again and again. It is very exciting to be in such close contact with the people who will perform later."



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## Event Promotion

Event promotion encompasses all the efforts made to successfully market an event. The aim of event promotion is to widen the number of people that are aware of the event and consequently to increase attendance in terms of the number of registrations or ticket sales. Through an effective promotion plan you can raise awareness about the event and create a word-of-mouth chain, to get your supporters to spread the word for you.



**Create signposts that lead people to your event or venue easily. They can be made from anything, including cost-effective cardboard or recycled materials. Make sure to remove them after the event takes place.**



**Pick a catchy event name, in order to attract attendees and pique their interest. Use also a clever hashtag for your event, relatively brief, but unique, to monitor engagement.**

*"Promoting an event can prove a trickier issue, as event promoting needs originality and a fresh perspective. Try to differentiate yourself by adopting a promotion strategy that will stand out and will intrigue your audience. Do not underestimate the power of a little mystery and/or eye-catching content".*



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**marketing company's  
statement**



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# **MYgrant EVENT**

## **How to organize My own Event?**

### **Brochure for informal groups of youth.**

#### **Partners:**



**AKO**  
Germany



**Demokritos**  
Greece



**PGP**  
Poland



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