

How to organize My own Event?





MyGRANT METAMORPHOSIS

How to organize My own Event?

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Introduction

Events are an important way to engage local authorities, develop new contacts as well as create new partnerships. At the same time, events create an experience that not only brings awareness to your cause, but also inspires a sense of community among audiences.

Usually, when people think about organising an artistic or cultural event, they immediately think that a high budget or a large number of sponsors are needed to finance it. Actually, it is possible to plan and realise an excellent low-cost event and in the next pages you will have the chance to discover how to do it!

In fact, this brief guide is addressed to youth workers, volunteers, associations for young people with and without migrant background, and it aims to provide them with practical advice on how to create low-cost artistic events without losing the quality of an event.

What might seem to be limitations are instead opportunities to train the problem-solving skills, to discover new possibilities and form new collaborations.

We will guide you step by step to plan, organise, get funds and promote your event/s.

Within this guide you will have the chance to draw inspiration from the real stories of associations or organisations that have experience in organising multicultural artistic events with low budget and their useful advice.

"Limitations live only in our minds. But if we use our imaginations, our possibilities become limitless."

-Jamie Paolinetti

Let's start!

1. How to engage youths in developing ideas

Active participation gives us the power to influence the world around us and allows young people to use their creativity by working on common activities.

It is important that young people take the initiative and have the courage to make their voice heard, because it enables them to grow, to learn new skills and to get empowered.

In this chapter, we will discuss the importance of involving young people in the development of ideas and we will give you practical advice and suggest possible activities you can do to involve young people. Finally, you can read the inspiring story of PRISM - an association in Sicily which is involved in international activities with young people.

1.1. The importance of youth involvement

Young people have an extraordinary power which it is extremely important to channel correctly, because when misdirected or manipulated, they can generate great social suffering. Young people are inevitably influenced by their environment and it is important that through participation in events, voluntary activities and cultural associations, they understand the value of their active participation in social life.

Youth voices reflect individual experiences as well as similarities, in terms of outlook and challenges, that span international borders. Even more, they demonstrate young people's intelligence, passion and desire for change.

By encouraging young people and making their voices heard, it is possible to make them grow, it holds them responsible. If young people are aware that their opinions matter, they will be more interested in cooperating with the community, they will take a greater interest in social problems and can be more willing to give their own essential contribution.

In this sense, youth associations, voluntary associations and cultural events are fundamental. They create a space in which young people can feel safe as well as share their thoughts and opinions among their peers without the protection of a screen, and above all without the fear of being judged.

But let's see together, how to create this safe space and how to stimulate young people to develop ideas.

1.2. Practical advice to engage youths in developing ideas

1

◆ CREATE A POSITIVE AND SAFE ENVIRONMENT

It is important to create a safe environment in which young people can feel comfortable expressing their ideas. A constructive confrontation will be created within the group, no one will be judged for their ideas. A good way is to break the ice with an initial small game. You can find easy and fun games in the energizer section of our handbook for youth workers, Multimedia & Art for Social Inclusion.

2

◆ MAKE WAY FOR CREATIVITY

The best ideas come out of thinking creatively. The big challenge of generating great ideas is freeing yourself from the conventional thoughts that occupy most of the time of your brain.

Provide young people with colours, pens, papers, post-its, highlighters and all necessary to free the imagination and the creativity. Encourage and foster the creative thinking of young people because it is important to develop essential skills for everyday life, such as: flexible thinking, problem-solving, communication, teamwork ability.

Creativity exercises are a great way to discover new ideas and improve the overall creativity. One example exercise is the so-called Six Thinking Hats. It is a strategy used to evaluate the optimisation of a product or idea. In a group, an individual or small team "wears" one of the hats.

When reviewing the idea in question, each “hat” maintains its assigned perspective:

- **Logic:** The logic hat represents the facts related to the product or idea.
- **Optimism:** The optimism hat represents the possibilities for the product or idea with no barriers.
- **Judgment:** The judgment hat addresses the challenges or problems with the product or idea by considering the opposite point of view.
- **Emotion:** The emotion hat represents the feelings or perceptions associated with the project or idea.
- **Creativity:** The creativity hat introduces new ideas or possibilities for the idea or product.
- **Management:** The management hat oversees the discussion and makes sure the team represents all perspectives.



3

◆ GUIDE THE BRAINSTORMING SESSION

Brainstorming is a popular group technique for coming up with ideas based on spontaneous and unfiltered creativity. The brainstorming method aims at the quick and unfiltered collection of ideas in the knowledge that **nobody will criticise or judge them**. These ideas are initially collected without evaluation or censorship, to be analysed and explored later.

A few useful rules:

- **No criticism, discussion or comments during the session:** to avoid disturbing or interrupting the flow of ideas. It's important that young people feel comfortable in sharing their ideas without the fear of being judged.
- **Think crosswise and let each other inspire you.** During brainstorming you may express independent ideas but it may happen that ideas are linked together, sometimes in an unusual way and that is when great ideas are developed!
- **Guide the brainstorming.** The moderator shall prepare the introduction. He/she asks about the problem or the topic concisely and without going into too much detail. Otherwise you might unwittingly influence the ideas that follow. Give some food for thought at the beginning and also when the activity arrives inevitably at a stalemate.
- **Involve all the participants.** All the ideas are necessary and important. Address questions to those who have not spoken yet, but without stressing them if they have no ideas.

1.3. Draw inspiration

PRISM promotes excellence as well as the professional and entrepreneurial competence present in the local area, particularly of young people, providing them with valid support for their expression on European and international level.

PRISM is dedicated to research and training in the field of cooperation and internationalisation as well as to the promotion of the opportunities that these activities provide; in particular, PRISM performs an analysis of both common challenges and strengths of Euro-Mediterranean territories, planning and promoting solutions and shared interventions.

In this view, PRISM has implemented projects and provided training, orientation, promotion, development and capacity building services regarding the following themes:

- Migratory phenomenon
- Social Policies
- Protection and promotion of human rights
- Inter-culture and integration



COMMUNITY DEVELOPMENT

*Evoking social,
cultural and economic change
in the people themselves.*

*That's why we love to bring people
together: this makes people communities!*

 prism
www.associazioneprium.eu



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They strongly cooperate with young migrants to achieve the objectives foreseen in ambitious programs such as AMIF/FAMI – Asylum Migration Integration Fund.

Given the variety of topics and activities in which young people who come into contact with PRISM are involved in, they present some useful tips that can work across the board:

1

◆ **PROVIDE A VARIETY OF ACTIVITIES TO ENGAGE AND MOTIVATE YOUNG PEOPLE**

Motivational activities mainly include:

- Artistic activities, which can include the organisation of performances
- Sporting activities
- National and international youth exchanges and trips
- Nature activities (e.g. community gardens)
- Active citizenship activities (e.g. related to the local environment)
- Other group activities (e.g. cooking together, organising an event)

These activities can be developed in cooperation with local services and organisations. For instance, sporting activities can be developed in cooperation with local sports clubs, and municipalities can promote nature and active citizenship activities.

2

◆ **ENSURE ACTIVITIES PROMOTING PERSONAL AND SOCIAL DEVELOPMENT**

Motivational activities provide a safe place for young people to spend their time in. Moreover, such activities can be a forum for young people to open up about their problems, and an opportunity for staff to offer support. Even if provided outside, a formal learning environment as well as motivational activities must establish concrete objectives and be guided by professionals (e.g. teachers, youth workers, counsellors, etc.). Such activities aim at helping young people to get to know themselves better and to interact with others, and should for instance promote cooperation and conflict resolution. This will

strengthen the learners' ability to cope with difficulties or challenges.

3

◆ **BUILD TRUSTING RELATIONSHIPS BETWEEN THE YOUNG PEOPLE AND MEMBERS OF STAFF**

A key factor in enabling young people to succeed in education and training, is for the adults around them to show that they believe in their abilities and to support them towards achieving their goals. Motivational activities which bring together staff and young people in an informal activity can help young people form a positive relationship with a member of staff. This staff member could just turn out to be the one adult who they can 'connect with' and who motivates them to work towards achieving a qualification.

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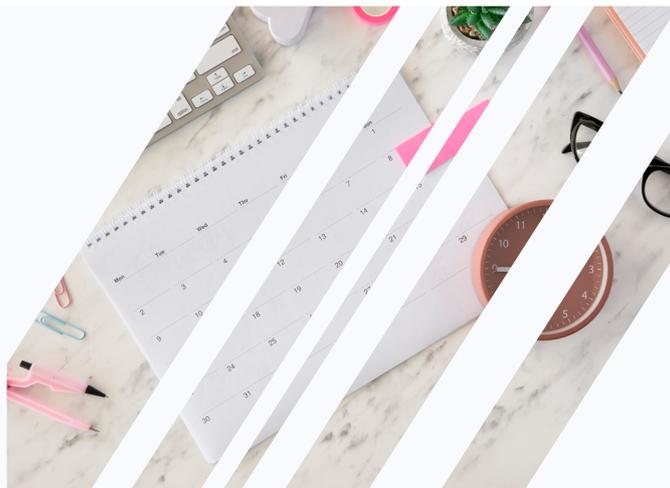
2. Planning and organising events

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 fact, planning an event requires a significant amount of time and effort. Planning and organising an event can be challenging,

stressful and time consuming but it can also be fun and a useful tool to get to know each other and spread your creativity. But don't be frightened by the huge amount of work needed, proceed in steps and work in teams, and you will see that everything will be easier.

Let's discover in detail how!



2.1. Necessary steps to plan an event

1

◆ ESTABLISH TANGIBLE GOALS AND OBJECTIVES

Why are you organising this event? Think about what goals you want to reach and who you want to attract to your event. Start from brainstorming and the ideas proposed by young people - they can amaze you with their ideas. Actually, to organise an event, it's necessary to **have an idea**, which does not necessarily have to be the best idea ever. The important thing is that it is the result of a broad vision, which can be developed in the short, medium and long term, growing more and more.

This will help keep you focused on the big picture throughout your planning. But remember, the goals and objectives must be realistic! In planning any event, you should identify a set of objectives that will support your final goal. With your goals and objectives in place, you can create a **preliminary scope of the event**. Your scope should offer key details and point to how you will achieve your outlined goals.

2

◆ CHOOSE YOUR TARGET AUDIENCE

Speaking without having an interested audience to listen to you is completely useless.

The target audience is closely linked to the final objective of the event. They will be the audience to whom you will communicate your message during your event.

Who is my audience? Are they young? What is their background? Do I want an event with a small, selected audience or an event open to all, the more the merrier?

It is important to ask yourself these questions at the beginning, because they will condition all your choices in organising the event.

3

◆ FIX A DATE

Selecting the ideal date for the event is an intricate and important aspect. When you are planning an event, you should consider the following:

- Give yourself enough time!
- Be aware of statutory and religious holidays.
- Check the community calendar of the area.
- Avoid school / work holiday time periods.
- Take in consideration the weather / season.
- Check dates with key participants – speakers, presenters, organisers.

Once you have set the date, you can start booking everything and plan the promotion activities.

Remember, the time of the year has a significant impact on the willingness of guests to attend an event.

4

◆ SELECT THE LOCATION

The selection and design of the venue will have a significant impact on all components of event planning and on the overall safety and success of the event.

Factors to consider when selecting the location / venue:

- **Indoor or outdoor options.** For example, outdoor events present their problems, as weather and in compliance with outdoor noise restrictions, while ensuring that the sound system can be heard by all attendees, but outside you have more space for your activities.
- **Accessibility.** Does the venue have accessible entrances and elevators? Does the location have handicap accessibility? Are there all-gender washrooms? Will you have space for interpreters / musicians / round tables? This and many other factors go into choosing a space that all participants will feel comfortable in.
- **Size.** An event for 50 people will need a very different space than one for 500.
- **Infrastructure and Transportation,** as parking. Is there a parking lot, or is it easy to access via public transit?
- **Safety and security.**
- **Insurance.** Will you need to purchase a separate insurance? What are their liability rules?
- **Audiovisual.** If your event needs speakers and microphones, make sure it's easy to set them up in the space that's available. The same goes for wifi access (and cell-phone connections!), or any other technological needs your event has.
- **Costs-** deposit or not.



5

◆ **SELECT SPEAKERS AND GUESTS**

An event is only as good as its speakers and guests. Choose valuable and, if possible, well-known ones, because a popular person attracts a larger audience. In fact, an event with an influencer or a well-known person, enables to reach wider appeal and if you want to send a message through the event, in this way you can spread it to a larger audience. But remember, the guests must be **proactive** and have **positive energy**. They can have all the talent in the world, but if they're not pleasant to be there and do not support the cause of the event, in their pitch they will spread this negativity.

6

◆ **DEFINE THE AGENDA**

Event timelines are relevant in order to monitor tasks, responsibilities, deadlines assigned to each member need to be completed leading up to the event.

As part of a complete and detailed event timeline and agenda, it's essential to consider the possibility that something will go wrong. So it is relevant to map out a detailed agenda and define a plan B and even a plan C. For example, bring some instruments that can be played together in case the sound system doesn't work. From a problem a moment of sharing and fun can be born.

2.2. **Small expedients for great results**

◆ **CUT DOWN ON CATERING BUT DON'T GIVE UP ON REFRESHMENTS**

One of the first expenses to be cut when planning a low-cost event is the catering. This does not exclude offering refreshments to participants. Food is an important moment of sharing. Even more so, if in your group or organisation are people coming from different regions, you can prepare typical dishes to be offered for free or for a small fee, which will allow you to self-finance the event. You can discover more about how to get funds in the next chapter.

◆ **TAKE ADVANTAGE FROM PUBLIC OR TOWN SPACES**

Usually, when organising an event, the location is the most expensive cost. Take public and town spaces into account. Contact local institutions by presenting your event and show them its value. They can offer you large spaces for free or at low cost. Also for public spaces, ask always for the permission of local authorities to organise your event there.

◆ **FREE YOUR FANTASY AND CREATIVITY**

Even if you are organizing a low-cost event, it doesn't mean that it cannot be a valuable and nice one. Think differently and free your imagination! With some papers, colours and creativity, you can decorate the space and make it more welcoming and at the same time you can have fun while preparing it.

2.3. Draw inspiration



[Mine Vaganti NGO \(MVNGO\)](#) is a non-profit organisation established in Sardinia in 2009, whose services encompass Education and Training, Project Design and Development, Thematic Research, International Mobility, and Consultancy - in Youth, Adults, Education and Sport sectors.

MVNGO promotes intercultural dialogue, social entrepreneurship, social inclusion through Sport, Formal and Non-Formal Education including disadvantaged targets as migrants and people with disabilities.

MVNGO has organized numerous public events, activities and meetings in the historic centre of Sassari aiming at involving local young NEETs, allowing them to get to know European opportunities and to fight unemployment and many of them are now working at MVNGO or collaborating with us.

Another purpose of MVNGO is to foster the social and cultural integration of migrants.

“In our experience, what always is important is to plan the budget carefully. Then, the first thing to do, if you have a low budget, is **to find a venue early**, because that will probably be the biggest item in the budget. When choosing the venue, you could also consider organizing your event on less popular dates and that could

get you a good bargain with the spaces. Before booking a venue, make sure to visit it and that logistical arrangements won't make the organisation more difficult.

The same goes for transportation costs, the food and beverages. Really think about whether you really need people to travel to a different location or if you can manage to stay close by. As for the food, don't think too big. It should be good but not necessarily too fancy.

Another thing you could do to save money is to find alternatives to having printed materials, and **technology can be your biggest ally** in this sense. You can advertise your event online and print less posters and fliers, for example.

Generally speaking, a good thing to remember is that the more fixed you are on ideas and elements with regards to your event, the tougher it will be to get them according to your budget. Maybe what is offered to you for free or at a lower cost is not exactly the things you ideally wanted, but can it still do the job? It may be less stylish but still serves the function, so it saves you money that you can spend in something else.

Also think about **recycling items** instead of getting new ones for every event. For example, if you need a scenography or a banner, you can design it or have it designed and built in such a way that it can be reused, by only changing certain parts or nothing at all. Finally, get the best out of volunteer programs. **Involve volunteers in your event**, as they are a good way to get extra manpower and support for you and your team. In exchange, they just need the right guidance and / or good perks, such as free entrance or access to the conference, concerts, or anything as opposed to being just a regular attendee or not there.

Being able to organise a nice event always makes you feel happy of what you have achieved. At the end of the day, **hard work pays off**. Being able to see everything you planned really take place, gives you an **amazing feeling of pride and accomplishment**.

Sure, you may have experienced a few problems during the planning process, but if you've planned it right, these are just minor issues that can be resolved in no time.

You've worked hard to think, manage and direct the event and when it's over, all that's left to do is **congratulate yourself and your team on the result** and take the opportunity to evaluate the event, all the pros and cons, to keep improving yourself and organize an even more successful event in the future.

3. How to get funds or equipment

In order to plan and organize an event, it is important to obtain funding as well as appropriate tools for its implementation. Sometimes, even the best idea and project, which is to be implemented, depends on the resources one possesses. This is why, in this part of the guide you can find ways in which the funds and the proper equipment can be obtained for the planned event.

The planning of the resource-seeking activities can be the key, because when you recognize your different options, you better know how to diversify tasks and funds. Thanks to acquired and documented information – it is possible to plan the most important expenses. You know what is necessary – elements without which the event will not take place. Then it is easier to attract potential sponsors, partners, organisations and public administration.

An important task in the process of planning is the proper choice of resources and tools. This chapter presents a few proposals to choose from. Consider the most appropriate approach for you, because in each country there are different ways to obtain funds and, above all, every event is different and according to that also the funds and the equipment needed change.

3.1. Planning the event's budget.

Obtaining the funds and answering the question 'How to get funds and equipment?' should begin as the planning of the budget of an event. To better plan the budget for an event, it's necessary to answer some important questions, such as: what are the specific costs, for example - advertisement, necessary tools, leaflets, catering, microphone, lighting etc. What might be the income from the event? Will I have some support? What costs are necessary?

Before looking for funding opportunities there is a list of things to consider in order to better define which are the necessary funds and how to achieve them.

- What is the idea?
- What are the specific tasks?
- What is the required budget?
- Are there expected financial profits?
- What are the expected other profits (non-material)?
- Estimate - all the expenses are divided between the avoidable and unavoidable.
- Are any bookings, permissions, licenses required?
- Can unexpected expenses appear, e.g. location charges, transport and others?
- What are the potential sponsors?
- Is advertisement necessary?
- Is it possible to connect your event with other activities, such as worker integration, festivals, holidays?
- What are the cultural and social values coming from the event?

Once you have better outlined the event to be organised, it is possible to foresee all the potential expenses of the planned event.

Below you can find a list of expenses you may have to face while you are organising an event. Don't be scared by this long list! It is just an example of possible expenses. You have the chance to choose your priorities and as a consequence the necessary expenses. Which expenses apply to your event?

Possible expenses to be considered:

- LOCATION: • rent • cleaning • media fee
- CATERING: • food and beverages • service • volunteers
- TRANSPORT: • transport of participants and equipment • additional visits at the premises • financing local transportation, or free tickets
- SCENOGRAPHY: • decoration elements e.g. lighting • additional equipment - furniture, tables, chairs
- MULTIMEDIA: • lighting • sound • video production costs, • technical reader
- PRINTING: • invitations • leaflets, posters, banners • IDs
- GIFTS: • gift cost • package cost
- ATTRACTIONS: • event's stars • animations • additional attractions • announcer
- ADVERTS: • outdoor • internet, radio etc.
- PRODUCTION AND PERSONAL COSTS: • event manager • subcontractors • photographer / cameraman.
- OTHER: • All the other expenses which do not fit into any category

A concrete plan with a well-defined and feasible goal and the budget familiarity give you the right path to make your event possible.

3.2. Methods of obtaining funds and tools

Once you better define the necessary budget, it's time to understand how to get funds and tools for your event. You have different possibilities, such as:

- A. Grants
- B. Sponsors
- C. Partnership: local / state authorities
- D. Creative activities



A. Grants and donations

Depending on the theme of the event, one can consider applying for a state or local government donation. First, it is advisable to look for the grants, which coincide with cultural and intercultural activities. Second, one should search the internet databases, at the level of the local town, or country, or even the European Union. It is also a good idea to look for the information at the Embassy, where intercultural dialogue is usually supported.

Remember that looking for the right grant and applying for it can be very time-consuming. It can take several weeks or even several months. But, eventually, the acquired grant will allow to finance the planned event, sometimes even at no personal cost. In some cases you may be able to even get help in filling out the application from an expert e.g. free of charge.

B. Sponsors

The topic of sponsoring is noteworthy because a lot of events have been made possible thanks to connecting an idea with an institution / company / individual supporting it. Sponsoring can take many forms:

- **obtaining financial support** in exchange for the right of placing a logo on the event articles or the website
- **support in products and services**
- **acquiring a media partner**, who will advertise the event in exchange for being mentioned during the event.

Finding a sponsor to the planned event is perhaps the most popular and effective option. However, it requires preparation and answering some questions, which may arise, for example - how many people will take part in the event? What is the marketing plan? What kind of group will it be?

When you decide to seek sponsors for your event, remember that it's important starting from clear rules, plans and information. Be well prepared when you introduce yourself and your event to the potential sponsor, so that the sponsor can understand your value and at the same time how much its company, association or institution, will gain by getting involved in your event.

How to find a sponsor?

- Look around**, maybe a local school, a company, an organization, or even a friend of yours can become a sponsor.
- Search the internet**, there are specific tools for searching for a sponsor, such as SponsorMyEvent, where organizations are looking for sponsors and sponsors are looking for events.
- Look for similar events**, to the one you are organizing and look closely, who helped them and who was the sponsor. Get sponsors from your area of business, then the efficiency of obtaining them should be much higher. You will have an edge over others approaching the same sponsor, because you share the same target.



The important thing is that these three things act in harmony with each other - the sponsor, the target audience, the event.

Narrow down your application options to the sponsors whose values are closely related to your event's values. This way, you will be able to focus on those who are important and can be successful. Also remember to look into your event and find out if there is something unique about it, as this may encourage the potential sponsor to join your event. Write down the right offer, in which you include the right information about what makes you trustworthy. What is the event about? What kind of audience will it attract? The key data - number of participants, social media statistics etc. You can use free event-joining templates (see bibliography: *Sponsorship Proposal template*).

C. Partners

Similar to sponsoring, partnership allows for the easier getting of funds and cutting off costs. Thanks to barter exchange you can obtain new possibilities for your event, such as catering, premises, tools, materials, ads, accommodation.



Partnership with community organisations

Community organisations usually focus on social issues which promote integration and social relations. Such organisations can give considerable input in organizing your event, because they possess resources, such as funds for the acquisition of necessary items for the group e.g. paper for the leaflets, food for the volunteers and other materials - articles, conference setting etc. In addition, their experience and skills can be a useful resource for the organization and management of the event. Sometimes organisations have trained staff, which can skilfully help you in organising the event, designing eye-catching leaflets, contacting the media or their network or they can do many other useful things.

Local authorities

Local authorities can support initiatives of various organisations. By presenting concrete ideas and initiatives you can count on the help of the local government. You should inform about the planned events, organise meetings with the local authorities to get their reference and support.

Local authorities usually are ready to support intercultural and artistic events because:

- it strengthens the community;
- it promotes economic growth;
- it promotes tourism in the vicinity.

To acquire funds in local authorities it is a good idea to take advantage of such things as (according to country): Strategic events plan (current); Annual portfolio of events (council-staged); Contestable events fund.

D. ***Creative activities***

Many activities will be different from each other, that's why it may be necessary to think outside the box. Certainly, in all the events it would be useful to use one's creativity. In this process forget about textbook solutions and create something new, which will show the value of the initiative.

Use your imagination to present and promote your event, for example, an interesting letter, poem, video.

Tools you can use:

Crowdfunding

This financing type is becoming increasingly more popular and widespread. It gives a big opportunity for advertising and promotional activities for the event. Sometimes it helps to check how people react and how they like the given idea. It is an excellent way for those making first steps in getting funding for their events

or more experimental activities. It is an instrument which lets you plan and promote an idea, by uploading various media - pictures and video.

It is important, before putting out your ideas, to take note which of the available options is the most suitable for your target group. You can begin your test with the biggest platforms, such as [Kickstarter](#) or those specializing in events, such as [Eventbrite](#).

Angels of Business

Behind this name hide people and organizations interested in investment opportunities. Platforms such as Angelsden and Fundingpost can help make contact on a personal level or other events related to the planned event.

Competitions

Search for competitions, which will display your activities (especially the unusual ones), for example, innovation in implementing and the integration of participants of the event, intercultural dialogue etc.

3.3. Draw inspiration

I would like to ask you about obtaining finance and tools to organize an event.

Have you organized any such event where you managed to do it without, for example, any equipment or finances? Would you tell us about one and how did you get it?

“In 2014, together with my friend, I decided to organize the Festival of the Ukrainian Theater “East-West”.

We had 4 teams from Ukraine, but we had neither the organization, nor the sources or other resources.

First, we made friends at the Krakow Youth Center, who acted as organizers at the first edition of the Festival (and later and to this day they are co-organizers).

Then, on the recommendation of the Youth Center, we turned to

the University and Mrs. Rector, who also supported us. They are partners of the Festival to this day.

The first edition took place without an own financial contribution as well as subsidies from several institutions and a large personal commitment.

The festival continues to this day and now has the support of the Krakow City Hall, the Ministry of Culture and National Heritage and many other partners.”

4. Leading a team successfully

This chapter describes how to lead and accompany an **intercultural and voluntarily working** team in the planning, implementation and wrap-up of an intercultural, multimedia-based **event** with a colourful, artistic programme and **limited budget**.

The number of teams with intercultural diversity is increasing worldwide – the globalisation provides us with dozens of examples of this every day. It’s enough to look at the players on a football team, the cast and team of a film, or simply concentrate on how many different languages you can hear being spoken in the supermarket. Working in intercultural groups not only brings many benefits, but also places new demands on managers such as developing cultural sensitivity, overcoming intercultural conflicts, considering diversified interaction and encouraging cooperation by developing cross-cultural “thinking outside the box”. As a team leader, cultural knowledge, openness and competence are required for an intercultural group to successfully identify itself as a team.

When leading a team of volunteers, it is recommended that team leaders take on a **supportive role**. A team leader who works in a supportive role perceives the individual needs of the team members, monitors as well as supports and makes demands on them. The aim is to create an atmosphere in which the team members can work independently, but always find help in the framing, scope and design.

A good team leader:

- promotes team spirit and team cohesion
- encourages all team members to contribute opinions and ideas
- has an open ear for all team members
- communicates clearly and transparently
- delegates tasks according to strengths
- has and enables fun at work.



How can these guidelines be implemented in intercultural event management with volunteers?

4.1. The planning

The starting point: You may be a teacher at a school, a social worker at a youth centre or a member of staff at a church institution. You have a team of volunteers with different backgrounds and characteristics and together would like to organise an intercultural and multimedia-based event.

The planning is based on two basic elements: on the one hand, you have a fixed and clearly defined set of tasks to be carried out to ensure the success of the event. On the other hand, you have a team that should carry out these tasks as successfully as possible. The challenge is to bring these two elements together.

Let's start with the tasks that need to be brought together by the

team management in a first step. Every event brings with it a fixed set of tasks, the core of which does not leave much room for creativity, such as a financial plan. However, the path to each task should be designed as individually and fun-filled as possible. Depending on the situation in which the event is being organised, it may be possible to look back on events that have already taken place and the planning material still available.

The following tasks should be taken into account when planning:

- **The format or focus of the content**

Key questions: Will it be a concert, a reading, a colourful cultural evening, a workshop? Will it take place online and/or offline? What is its title? What target group does it appeal to?

Ideally, the circumstances will allow the team to develop the basic format idea itself with the support of the team leader in order to promote a high degree of identification!

- **The spatial and temporal planning**

Key questions: Will the event take place at a specific location? What technical requirements does the location have to meet? On what date and at what time? Are there competing events at the same time? Does the location and time suit the target group?

Here it is of advantage to have local knowledge as a leader and to let the team research as well as discuss together. The management should act as a corrective during the discussion and in the decision-making process, take up as many suggestions as possible in a positive way and always give comprehensible reasons for any rejections.

- **Budget planning**

Key questions: How much money is already available in total? What sources of income can be generated considering the possibilities, e.g. donations, sponsoring, competitions, entrance fees, sale of drinks? What fixed costs can be expected? What variable costs could be faced?

Budget planning is important and often turns out to be a boring task for a team of volunteers. The conductor should therefore take on a particularly strong monitoring function at this point and, depending on the wealth of experience, provide many concrete guidelines or directly provide concrete (real!) examples of budget plans (e.g. from past events).

- **Advertising and press work**

Key questions: Which advertising appeals or reaches people? Which advertising measures can be afforded? Which possibilities for the design of advertising material are known and can be used? How do we reach the press? When do we inform the press and publish advertising?

This task involves a lot of space for creative design. Texts must be written, print and digital designs must be created. Maybe even small advertising videos or podcasts can be produced? Especially when the target group and the team are close to each other, the instructor can rely heavily on the creative energy and experience of the team and take a step back.

- **Acquisition of artists**

Key questions: What is the aim of the event and which artists are looked for? Where are artists found? What can be offered to them? What overall impression should the event convey?

Here too, the team can act very freely, especially if the whole idea for the event originates from them. As this is a small event with a limited budget, the leader should make clear how short the distances can be: Local artists can usually be reached entirely through their social media channels or acquaintances. Hard facts such as possible fees and legal issues should be clarified by the project manager in advance and discussed with the team.

- **Catering and decoration**

Guiding questions: What kind of catering awaits the visitors, artists and organisation team? How should the location be designed? Where can such services and materials be obtained at a reasonable price?

While the decoration again leaves plenty of room for creative freedom and low-budget work, catering is a serious and usually expensive matter. Here, the supervisor should ask for experience from the team and otherwise ensure that contacts are made with the local scene: is there perhaps a bakery, supermarket or pizzeria that would like to sponsor a small event?

Once the basic tasks have been defined, it is up to the leader to organise and prepare the team. The first step is to have a precise idea of the tasks, which should realistically (and motivationally!) represent the workload and requirements. Unattractive tasks can be made palatable by the fact that they usually require special responsibility and can be a successful opportunity for personal and even professional development.

In order to ensure progress in each task area, at least two people should work on each task, with one person always given the main responsibility. It is nice if the group organises itself appropriately, but experience shows that this does not always work out completely and some tasks are occupied by too few people or too many people. In this case the diplomatic skills of the teamer are needed. In addition, the strengths and developmental wishes and opportunities of all those involved should be taken into account. These can be promoted by working with new partners or by working in previously unfamiliar fields of activity. When dividing up groups, the conductor should also ensure that there is a suitable mix between the advantages of a mixed group with different backgrounds and experiences (particularly utile for creative tasks) and the benefits of homogeneous work (particularly a gain for diligent tasks). The leadership should recognise cultural differences in the cooperation and sensitise the team to them.

A concrete example from practice which often occurs is team members who have a weakness in writing texts. If they are not interested in writing at all, then it does not make sense for them to take over the press work. However, if these want to improve their writing skills, the manager should let the person work together with another experienced one to ensure the quality of the event and the learning progress of that specific person.



In order to achieve good results, the group members must feel comfortable with the amount of work. As in working life, volunteers should never be overburdened, but should also not become bored by not being challenged enough. Nevertheless, the amount of work should be about the same for all participants so that everyone feels treated fairly. When planning an event this is sometimes difficult, because different tasks at each stage do not have the same intensity. In order to prevent negative emotions in time, the leader has to communicate this fact openly and keep a good overview and, if necessary, form small groups of two or three again and again to achieve an even workload for all team members. During the planning phase, the leadership should constantly observe the work processes and always be present for questions as well as

ambiguities. If it is found that a task area is currently progressing slowly, one should sit down with the team, identify the problems and provide new options for action. The small groups can also vary should it not work well at some point. The teamer must be open to the problems of the team, not only on a professional, but also on a social level.

4.2. The work phase

Shortly before the event the workload reaches its peak. Not everyone can work well under time pressure. The supervisor should be able to calm insecure or stressed group members and of course be the first contact person in every small group to solve problems. The final tasks during the event have to be discussed again in the round, because there are teams in work areas that have nothing more to do during the event such as the group that created and distributed the advertising material. However, the event brings new tasks - including the acquisition of artists, decoration and catering as well as technical and press support for the event. In case of a limited budget, the planning team can take on many tasks themselves such as catering and decorating. There is the possibility to search for sponsors and to organise and supervise raffles such as a tombola. In order to organise prizes for the raffle one should get in touch with different shops, companies, retailers and restaurants. In addition to putting together the prizes, looking after the raffle involves a lot of work. All prizes have to be listed and numbered, batches have to be prepared and sold and at the end the prizes are given out. Usually it is a long day when you have to do so much alone, but still the organisational team should be able to enjoy the final result.

This requires a competent **allocation of time and teams**. The organisational team must be divided into shifts to stay fit. The management should also approach the team, not only observe and guide the work, but also help to tackle the tasks and give positive feedback, as the pressure that an event brings with it is usually very exhausting for the team. During the event, each member of the team should have a short break where the programme can be watched or one can take part in an activity. A clean-up operation at the end of the event should also not be prolonged and should be carried out by the leader in its role model function. The evening is rounded off with a thank you speech so that the entire team can leave the event with a good feeling.

4.3. Follow-up

There should be a feedback session after the event. This can take place as a group session, but individual discussions can also be held - depending on time capacity. Feedback in session form should also offer the possibility of a short personal talk. During the feedback session open questions are clarified and everything that went well or badly is collected. It makes sense to document this feedback in written form so that possible mistakes can be avoided at future events.

The central and most helpful information that an event management can draw from the feedback is the **viewpoint of a volunteer**. Below you can read some thoughts of a volunteer who participated with other volunteers in the organisation of an intercultural event in a district house in Germany.

4.4. Draw inspiration

“At first everything feels a bit surreal. **Now I’m supposed to set up a complete event with a hundred visitors on my own?** I don’t even know how to do that! Of course, everyone around you knows that. That’s why you’re immediately given a helping hand and a checklist of important questions. Who and what do I have to organise where and when?



The first few days are exciting. Suddenly you have a lot of responsibility and you are allowed to do everything yourself, as you see it. Of course, you also have many questions, but the people around you can always answer them very well and so you go from questions to answers to new ideas. After this very exciting phase the habit slowly creeps in. You’ve already written a few emails, picked out a few items to order and now you have a first idea of what the finished event might look like. 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. You yourself are an important contact person for these people and know all about everything. Sometimes not, but that’s okay too. Of course, mistakes can happen and even if the following sounds very clichéd: you learn from mistakes. As a rule, however, nobody is angry about that, I mean, we are doing this for the first time! The group dynamics also change in the course of the organising. You notice who is good at what, who finds tasks easier and who enjoys doing what. This is how the group divides

itself up into areas of responsibility almost incidentally and everyone cultivates their own area.

Then at some point comes the critical phase. The event gets closer and closer and more and more unresolved questions often arise. Very small things about one have previously not thought. At this point it may be more stressful, but at least for me personally there has never been any perplexity. If you want to plan an event you have to get involved to a certain extent and stand behind the decisions you make. It may not be perfect in the end, but that's okay too. In the end, the most exciting thing I found was going to this party myself (unfortunately not as a visitor) and to see how everything that you have been working on for several months is realized. Of course, this is also associated with a lot of stress. The tiny gaps I was just talking about? Yes, they can also attract one's attention on the day itself. Then you might run back and forth and try to mend them. But here too, there is a team behind you. Everyone, including the artists, for example, wants the day to succeed.

In retrospect, you are first of all tired. But the more you talk about it, the more you realise that you really made it and you can be very proud of yourself as well as all involved.

Summing up, **I can say that you are getting involved in something big**. One obtains an incredible amount of **responsibility** and it's simply a **good feeling** to be able to do something that has only just recently taken shape in our minds. Like everything in life there will be ups and downs, but I think that's what makes the whole experience so diversified and exciting. Last but not least, you **grow** incredibly with this task and can take a lot with you for life. I for example have learned well to improvise and generally plan better. And if you can walk out of an experience with such words, it was definitely very enriching.

So, what do you have to look out for when organising an event with volunteers? I think the most important point here is the distribution of tasks. Ideally according to strengths and interests and in such a way that no person feels disadvantaged. Then, everyone checks and agrees with each other. Many tasks are interdependent, so that I have to trust the other person to act according to the plan and us working together towards the goal. Finally, of course, that you have to give the volunteers a hand if you notice that they are not getting anywhere and that they should not run into every wall. Into a few walls perhaps, but not those that could break down in the worst case. I also think that as a tutor you should work together to a certain extent to create a feeling of cohesion and not as a "they give us the tasks and we have to do everything on our

own! It's also not bad to take the time to work with the volunteers on difficult tasks instead of explaining these to and then leaving them to themselves again. This goes hand in hand with having sessions in between to ask specifically which task is how far done and whether help is needed. It is simply important that we all pull together and see it that way”.

5. Event Promotion

Intercultural events can have an important role in building bridges between young migrants and local communities. Organizing such an event though can prove a challenging task, especially when one considers that despite the fact that funding in this area has increased, it is still inadequate for the organization of large-scale events. What is more, the lack of political and public support makes it even more difficult for youth workers to achieve their goals. This guide addresses youth workers and volunteers and provides a detailed list of affordable ways and practical tools to successfully promote an intercultural event towards the inclusion and integration of migrant and / or non-migrant youths.

5.1. 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. It's important to build anticipation and excitement 3-6 months before the event takes place. Develop a strong pre-event strategy that will increase awareness and ticket registrations. This is your chance to explain why your event will be worthwhile to attend and encourage people to register. Avoid picking popular dates such as Christmas or Ramadan.

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. As you tell more people, they will tell more people, and so on and so forth.

In today's world, online tools are clearly the best way to market any event on any budget. Not only is it cheap to promote an event online, but it can be extremely effective. For example, through the use of social media, you will find yourself connecting with the audience in a very direct, personal and efficient manner. In addition, FOMO marketing is a great technique to increase an event's attendance. "FOMO" stands for Fear Of Missing Out, a psychological trigger, humans cannot help responding to.



During your promotion campaign, use catchy phrases with a gamified approach and encourage your audience to save the date of the event. Another aspect to think about is the language you are going to use to promote a multicultural event. You can use your language and English for all of the event's information and use the language most spoken by your target audience for translating key event information (name, slogans, date and venue).

The main ways of promoting an event are online tools, involving people and offline tools.

Digital marketing has many advantages in comparison to offline tools and printed material for promoting an event. The main advantage is that a targeted audience can be reached in a cost-effective and measurable way. Therefore, the trend for promoting an event with a low budget, which is addressed mainly to young people, is "Go Digital"!

5.2. Online Tools

1

◆ PICK A CATCHY EVENT NAME

In order to attract attendees, you'll need to come up with a great name that grabs their attention and piques their interest. The right event name can solidify your event brand, convey your mission and help people find you.

2

◆ **CREATE A LOGO FOR YOUR EVENT**

If you're looking to create an eye-catching first impression, a well-designed event logo is the way. You can create your event logo using free online tools like Canva. Pick only one or two standout features such as a neon color and keep the rest of the design minimalistic.

3

◆ **BUILD AN EVENT WEBSITE**

Nowadays, it is very easy to build a website from scratch with a small cost for the domain name and the web hosting service. WordPress is one of the cheapest and most convenient ways to build your site. You can also use an event-specific template to create a more eye-catching website. Make sure your site includes the name, date, time and venue of the event (add a map with a pin on the venue), its timeline and site facilities. You can create a banner with the basic event information and its logo that people can share if they want to disseminate the event. Also, you could include call-to-action (CTA) buttons so that people can register to the website, buy tickets for the event and join the email list to receive news about this or future events. Any announcements and news about the event will also be uploaded to the website. You can use free professional photos (e.g. from <https://unsplash.com/>, <https://stock-snap.io/>, etc.) in order to make the website more appealing. Use Search Engine Optimization (SEO) and install Google Analytics, because they can help your website to be found online and to track the success of your marketing.

4

◆ **CREATE A HASHTAG FOR YOUR EVENT**

Pick a clever hashtag so it stands out or make it obvious so if people tried to guess it, they would be right. It needs to be relatively brief, but unique. Before you select your event hashtag, double check that either there are no hidden meanings behind it or that it is already being used by a group you do not want to be connected with. Starting a special hashtag campaign prior to your event is a great way to monitor engagement and reach.

5

◆ **CREATE AN EVENT ON YOUR FACEBOOK PAGE AND USE FACEBOOK FRAME**

Set up an event on your Facebook page and share your event info in order to build anticipation. When people interact with your page, Facebook will notify their friends. Make sure your

“Events” tab is one of the first tabs on your page’s Timeline on Facebook desktop. Facebook also provides users the option to personalize their Facebook profile picture, page photos, and stories with frames. You can create event frames that attendees can use to let their Facebook connections know where they are when posting stories or temporarily updating their profile picture. From this feature, you can gain visibility for your event.

6

◆ **USE GOOGLE DATA HIGHLIGHTER**

Data Highlighter is a webmaster tool for teaching Google about the pattern of structured data on your website. You simply use Data Highlighter to tag the data fields on your site with a mouse and Google presents your event data as rich snippets on search results pages.

7

◆ **SET UP AN EVENT GEOTAG FOR INSTAGRAM**

In order to help attendees to spread the word about your event on Instagram you can create a geotag for it. This will allow attendees to add your event as their Instagram post’s location. In this way your event will get a location explore page and people can browse all of the Instagram posts tagged with your event’s geotag.

8

◆ **PROMOTE THE EVENT THROUGH OTHER SOCIAL MEDIA (SNAPCHAT, TWITTER, PINTEREST)**

Since your event is addressed to young people, it is advisable to reach them through their preferred channels. Younger generations want quick and accessible information. They don’t have time to spend on long, time-consuming promotions. Snapchat is an ideal way to reach out to this audience and engage with them. Make an event Geofilter and daily countdown to the event, in order to build excitement.

Twitter is the place people go to for all news, updates and trends and promoting your event the right way is important when it comes to raising awareness.

Pinterest is a powerful tool for getting your content discovered and connecting with your target audiences. Event promotion’s success through Pinterest begins and ends with the Pins you post and the boards you create. You can create Pins that showcase the venue, food, entertainment, activities and

any similar events you've organized in the past. Since, Pinterest is a search engine, it is wise to include relevant keywords in your Pins. This will also help your event rank on Google.



9 ◆ **TURN ON SOCIAL SHARING**

Make sure you have social sharing capabilities on all of your registration software so that people can share their attendance to your event and attract more people.

10 ◆ **SHARE INFORMATION IN ONLINE COMMUNITIES**

In order to increase interaction, you can look for online communities where your ideal attendees can be found and share information about your event with them.

11 ◆ **CREATE AN EMAIL CAMPAIGN**

Use your organization's mailing lists to announce your event, to remind potential attendees to "save the date" and ask them to disseminate it. Do not underestimate the power of a great mailing list as it is proven that it still is the most effective digital channel out there. Get creative with fonts, graphics and images, in order for the emails to be eye-catching with straight-forward texts. Also, use the event's logo you created. It is an email campaign so follow ups are needed but don't exaggerate your follow ups and reminders as your audience may request to unsubscribe. Split the email lists into categories and create email campaigns that speak to those smaller groups with more targeted messages. This is made easier with email marketing platforms like MailChimp.

12 ◆ **CREATE DIGITAL STICKERS FOR EVENT COUNTDOWN**

A great way to build anticipation is by creating digital stickers marking the days left for the event and sharing them through social media and the website.

13

◆ **CREATE PODCASTS AND VIDEO SNIPPETS ABOUT THE EVENT**

It takes a lot less effort to listen to a podcast than it does to scroll through a newsfeed. You can create podcasts about the event with interviews of the participants, explaining about why it is important to attend the event. Video is also a great way to really show people what they can expect from your event. Including photos and video clips from previous events, or to illustrate what's to come, can inspire excitement leading to more registrations. You can create video snippets, upload them on YouTube and share them through social media.

5.3. People

1

◆ **ASK YOUR PERSONAL NETWORK**

Sometimes you may have friends, family or those you have a close working relationship with who are interested in attending. Therefore, consider your network and approach those who you think might be interested.

2

◆ **ASK ARTISTS TO PERFORM DURING YOUR EVENT**

Ask artists to present their work during your event voluntarily or with a small fee and share their future participation with their audience early enough. Some artists have very serious followers and knowing that they will perform at your event may encourage fans to attend even if they know little about it.

3

◆ **INVITE LOCAL JOURNALISTS AND LOCAL GROUPS**

You can contact local journalists and organizations and invite them to attend the event. Explain to them the significance of the event and why they should cover it and attend it. You can offer them a free stand at the venue of the event, in order to advertise their work.

4

◆ **GIVE FREE PASSES AND/OR EARLY BIRD DEALS**

Give sponsors, exhibitors and vendors free passes and / or early bird deals, discounts and vouchers so they can share them with their best clients or invite along colleagues and friends. Encourage the favor to be returned by asking them to share the event and help to spread the word. It is found that

early bird rates are the most effective tactic to boost ticket sales. If people think they are getting a bargain they are more likely to share with others.

5 ◆ **GIVE DEALS (AND AN INCENTIVE) TO VOLUNTEERS**

Ask people to volunteer to your event and offer them free access to all areas, free food and drinks, free t-shirts and the opportunity to speak with the event's participants.

6 ◆ **TURN YOUR PARTICIPANTS TO EVENT AMBASSADORS**

Convince your participants to spread the word and encourage them to promote the event to their friends by actively using your social media hashtags.

5.4. Offline Tools

1 ◆ **PRINT FLYERS AND POSTERS**

Printed media can still be an effective way to reach certain audiences and communities. Explore opportunities to have posters at a similar event your target audience enjoy and put leaflets in strategic places, such as the event venue, tourist information centers and transport hubs. Many shops will allow you a free poster or ad placement inside their store, which can prove particularly beneficial for local events.

2 ◆ **CREATE TEMPORARY SIGNPOSTS**

Create signposts that lead people to your event or venue easily. They can be made from anything, including cost-effective cardboard or recycled materials. Just be careful not to tamper with any existing signage or confuse your guests and remove them afterwards.

3 ◆ **ADVERTISE THE EVENT ON THE RADIO**

It is unlikely you will get on any national radio stations but you may be surprised with the opportunities local and voluntary radio stations can bring about. Brainstorm some ideas for promotion in the lead up to the event and even on the day.

5.5. Draw inspiration

We spoke with a representative of a small marketer company that deals with the organization of conferences and asked her about tips and insights into how to successfully promote an event with a tight budget. This is what she told us:

Organizing and hosting an event can always prove a tough process, which requires a lot of energy and commitment from all those involved. Marketing (promoting) an event can prove a trickier issue, as event promoting needs originality and a fresh perspective in order to produce fruitful results and manage to engage people. Simply sending direct mails to your audience is no longer enough and sooner or later people will lose interest and/or will want to unsubscribe from your e-mailing list. Try to differentiate yourself by adopting a promotion strategy that will stand out and will intrigue your audience.

A strategy that we came up with, which proved successful was using content as the main means for engaging people mixed with a subtle but effective email strategy as well as some free online tools to render the promotion of the event a somewhat interactive experience.

Firstly, we sent out an email with a simple question. So instead of just announcing the event, we surrounded our introduction to our potential audience with a little “mystery” in an attempt to intrigue them. What we did unveil was the event logo, which is a very important element of your promo strategy as images stay with people as they can connect to them more easily. We tried to make the question as intriguing as possible and provided a number of possible answers for them to choose from. After picking an answer they were directed to the website of the event where they were provided with the correct answer...

The second email tried to communicate more emotional content, relying on the presumption that it will catch the attention of people quite easily. For example, you can connect a short interesting story with one of your key participants in order to introduce him/her. For more information, your readers will be required to click the Call to Action button which will navigate them to the event website.

The third e-mail can be more direct in order to actively engage your audience and provide more crucial information about the event. Do not underestimate the power of a little mystery and/or eye-catching content here too. Try to make your content both



engaging but also relative to the event and its scope.

This strategy has a good chance of rendering the desired outcome as it leverages the element of mystery and the Fear of Missing Out (FOMO) which are both very powerful psychological tools. It will also most likely make a good impression on the recipients of these emails as it provides value and a fresh look on how to promote an event.

Last but not least, it is important to start promoting your event the moment you have a basic idea of how it will be. The early engagement in the promotion of your event gives you the time advantage to run a longer campaign which can potentially reach more people.

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Conclusion

Organising a low-cost arts event requires a lot of planning but also creative and out-of-the-box thinking. Fortunately, young people are full of energy and if they have the right tools they can be a valuable resource for organising your event.

Low cost does not necessarily mean low quality. The possibilities you have are limitless, you just have to look in the right direction. Moreover, technology will be your ally in organizing and promoting the event and in this guide we showed some platforms and online tools you can use, but these are only a few of the multitude of tools you can find on the internet.

And remember, you are not alone. Work with your team and collaborate with other organisations because United we stand, divided we fall.

Now it's your turn! Draw inspiration from the real stories and the suggestions we gave you and organize your artistic event!

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