



WALK TOGETHER

EVENT HOST CHECKLIST

AGENDA

- Identify key audience(s) and partner(s)
- Design an event to engage long-time residents and newcomers. Consider the type of events that will allow people of multiple backgrounds to meet and interact
- Identify setting and agenda that will ensure key audiences and partners feel welcomed

PRE-EVENT LOGISTICS

- Secure and confirm location for event
- Set time and date of event
- Set the speakers list, including local VIPs and champions
- Recruit volunteers
- Book a Welcome to Country or organize an Acknowledgement of Country
- Secure or create all materials and props needed for an in-person event
- Book interpreters if needed
- Register your event at www.nationalunityweek.org.au

CREATE A TURN-OUT PLAN

- Post and share Facebook or Eventbrite event
- Create a schedule of social media posts to get people excited and wondering how they can participate
- Identify organizational partners, allies, donors, etc. and send invitations
- Send out reminder with clear roles and logistics to volunteers

GET THE WORD OUT

- Send media advisory a week before your event, and remind journalists a couple of days in advance
- Make media follow-up/turn-out calls
- Send out press release day of event
- Use #BuildCommunity #UntilWeAreAllFree and #NationalUnityWeek on social media**

ASSIGN DAY-OF-ROLES

- Photographer/videographer (must also get signed release forms)
- Confirm master of ceremonies (if applicable)
- Confirm volunteer coordinator (if applicable) and volunteer roles

COLLECT YOUR EVENT MATERIALS

- Clipboards and pens
- Sign-in sheets Evaluations
- Welcoming banners and posters
- Video/photo release forms

AFTER THE EVENT

- Send thank you emails or notes
- Post and tag pictures on your website, blog, and social media and tag Welcoming Australia and National Unity Week, so that we can share!
- Send us your best photos to campaigns@welcoming.org.au
- Identify how you and your community will continue to cultivate welcome throughout the year

FOR VIRTUAL EVENTS

- Select virtual platform to use (Zoom, Webex, Facebook Live, etc)
- Select a host to do the introduction and closing
- Create a schedule and script
- Include ways for attendees to interact, i.e. live tweet or commenting
- Determine your audience
- Consider time zones so your event is accessible
- Optimize the lighting and sound of your event environment
- Do a practice run-through with your panelists to make sure event runs smoothly