



LIVING WAGE WEEK

6-12TH NOV #LIVINGWAGEWEEK 2023

PRE - PLANNING
(the ideas bit)

LWW Events what we're aiming to do:

- Come together as a regional network (or an internal network)
- Celebrate achievements – accreditations, awards, press
- Share information about schemes like Living Hours, Living Pensions and best practise
- Inspire action - encourage organisations to accredit or take their next step



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SET SOME
OBJECTIVES



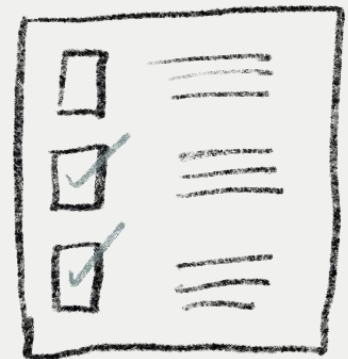
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Link them to LWW aims

- Attendance
- Levels of knowledge after event
- Monitoring actions taken

Use for evaluation – how did you do?



Anti-Racism at LWW Events

Here's how you can support our anti-racism commitments at your events:

- Think about who has the positions of power and influence at your event & who you're asking to speak
 - > *make sure they're representative of society*
- Avoid tokenism – approach people based on their expertise not because of their characteristics
- Talk about our research at your event
- Make sure your event is inclusive and accessible



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Accessibility at LWW events

Venue – must be fully accessible. Lifts, toilets, drop off points, hearing loops, buffet. I'll share a checklist in the follow up to this event.

Provide detailed information on the event page, including travel information – make it easy for people to make the decision to attend and let them know their needs will be fully accommodated without them having to ask for every little thing

Also include a question in the registration form – if someone completes it follow up. Offer them a contact on the day

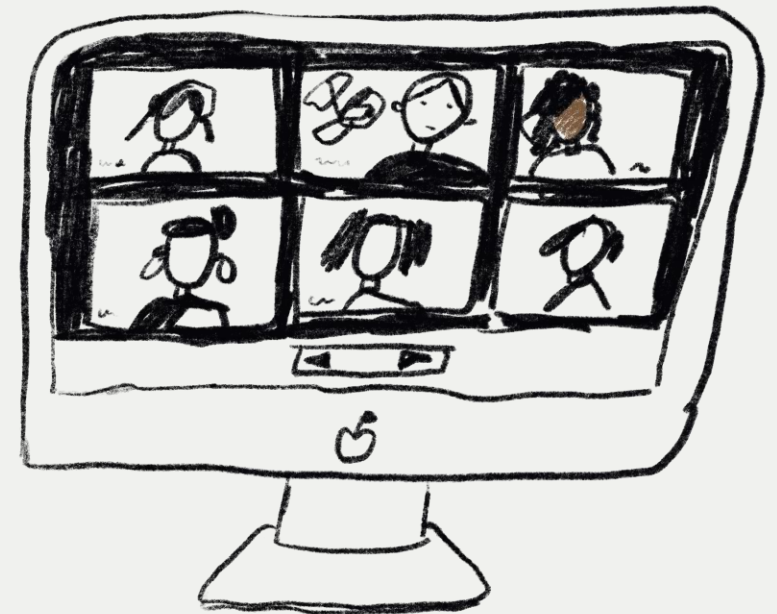


Online vs In-person

Have it in-person if you can – this is the best/easiest way to run a successful and enjoyable event that meets the aims

Reasons you might have to host online:

- Size of region/geographical spread of network
- Budget



TIMING TIPS



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Online – 4pm

In-person – 8.30/breakfast



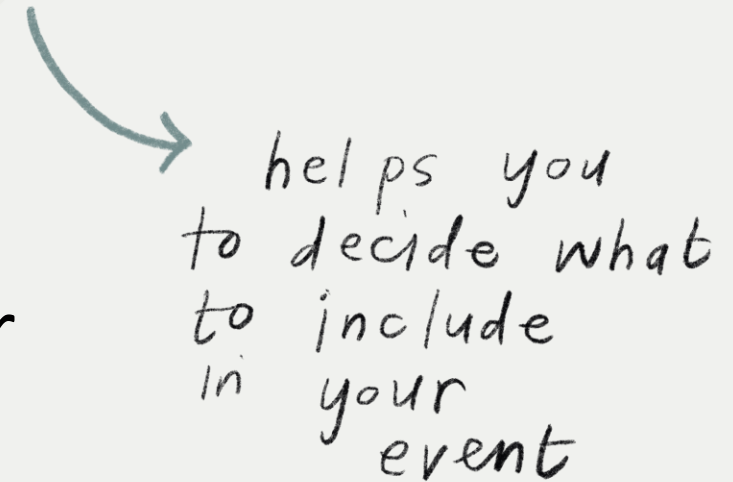
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Menti

What makes a good event?

- Variation
- Good food
- Clear call to action
- Interactive/discussion/networking element
- Hearing from other employers – their stories
- Informative/useful
- Ends on a high

A handwritten note in black ink, written in a cursive style, with a blue arrow pointing from the list of factors to the note. The text reads: "helps you to decide what to include in your event".

helps you
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in your
event

≡ THE FOUNDATION FORMULA™ ≡



- Networking with drinks/refreshments
- Entertainment
- Welcome from Foundation
- Employer Presentations & Q&A *or*
- Panel Discussion
- Closing remarks

> Workshops/Round Table



CALL to ACTION

- What are you asking people to do?
- Link it to the LWW theme
- Should also be tied to your objectives
- Repeat it throughout the event!



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PLANNING



VENUE

Things to consider ↘

* use your own space

* use external space

↖ need to be
LW accredited



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Budget

Size – make sure it fits

Accessibility

Catering

Tables and chairs

A/V equipment

Registration/cloakroom

Breakouts?

≡ STEPS ≡

- Set up event pages – zoom vs Eventbrite
 - Template copy - resource kit
 - Remember to include accessibility info
- Invites – regional lead support
 - Template copy - resource kit
 - Include a link to the event page
- Speakers –
 - How to choose & approach
 - Briefing
- Entertainment – music, poetry
- Merch & extra
- Inviting the press



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month
before



- Create event plan
- Create running order
- Send follow up invites
- Send out speaker briefings
- Organise catering
- Create slides
- Risk Assessment

week
before



- Finalise Event Plan & Running Order
- Allocate Roles
- Final speaker briefing
- Rehearsal – online event

- Name badges
- Staff briefing

FOLLOW UP



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- Work with your LWF regional lead to develop a plan – sharing attendee list, follow up email – decide who will send it
- How will you evaluate?
 - We usually do a quick evaluation immediately afterwards
 - More detailed one a bit later to check whether we met objectives



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ANY QUESTIONS?

WHAT NOW? —



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- We'll send you an email – link to a webpage where you can find the recording of this event & resource kit

GET ORGANISING!