



UNITED NATIONS
ASSOCIATION OF PAKISTAN

Chapter Event Toolkit

Introduction

The goal of the United Nations Association of Pakistan (UNAP) is to build popular support for the UN in Pakistan. UNAP chapters can aid in furthering the reach of that goal by planning successful events. Public events can help a chapter build membership, raise funds for activities, increase its profile in the community, strengthen relationships with partner organizations, and help establish local understanding of the UN's importance in international affairs. This toolkit provides UNAP chapters with guidance on organizing and hosting successful, popular, and well-attended events that will help further the association's mission.

Possible Event Ideas

Different events appeal to different audiences. Make sure your chapter plans a diverse range of events to keep members actively involved. Here are some possible event ideas:

1. Film Screening: Show a film on a topic related to the UN at a public space or a member's house with a discussion afterwards.
2. Speaking Event: Invite a speaker or panel of speakers to discuss UN issues with members.
3. Luncheon/Dinner: Invite a speaker to address members during a lunch or dinner.
4. Issue/Book Discussion: Hold regular discussions on current events or selected books.
5. Networking Event/Reception: Host social events for members to get to know one another.
6. Fundraising Event: Host a garage sale, bingo, or raffle to raise funds for the chapter.
7. Awareness Seminars: Hold seminars on specific UN related topics to increase awareness about a particular issue.

Tips on Planning and Executing a Successful Event

Learning how to organize a truly successful event takes practice and experience, but here are a few simple pointers to get you started on the right path:



**UNITED NATIONS
ASSOCIATION OF PAKISTAN**

1. Before you begin determining the details of an event, define success and then start to plan accordingly.
2. Determine the right type of event for your community or for the demographic you are trying to target. Make sure event time and location are convenient for your target audience.
3. Make sure to match your ambitions to your capacity. Don't plan an event that requires more volunteers than you need, better speakers than you have access to, or a significant amount of up-front costs.
4. Create a planning committee to share the workload and to claim individual responsibility for the event.
5. Create a business plan for all events. The plan should include a budget, which includes expenses, revenue streams and sponsorship opportunities and establish whether or not the event is paid or free.
6. Develop a list of potential sponsors for the event and make it a group's responsibility to pursue sponsorships.
7. Draft a one page description of the event or an event wish list. This will help to flush-out ideas and focus the activities and logistics of the event as well as list the resources needed to execute the event successfully.
8. Remember to make sure that your event hits one or all three of the following:
 - Builds membership for your chapter,
 - Raises funds for your chapter,
 - Provides positive visibility for your chapter.
9. Each chapter event can serve as a valuable learning experience, but only if its success is properly evaluated afterward. Conduct a post-event evaluation to see what went right, what went wrong, and what can be done to make the next event even better.

Suggested Components of a Successful Event

Well planned events consist of multiple factors each requiring attention and focus. Below is some advice regarding a few of these components that can help to make an event successful.



**UNITED NATIONS
ASSOCIATION OF PAKISTAN**

Detailed Logistics Planning

1. Prepare event area with UNAP and Chapter signage.
2. Always have a sign-up sheet for each event. The sign-up sheet must capture the person's contact information.
3. Have an information table; the information table should have materials on UNAP, information about the chapter and information about the event.
4. Make sure that usage of the logo is made and all UNAP materials are in accordance with the Chapter Handbook.
5. Invoices, if any should be settled according to the guidelines of the contract.
6. Develop a good rapport with vendors at all times.
7. Arrive at the venue according to contract or vendor stipulations.
8. Test equipment to make sure that they work.
9. Obtain individual plaque cards or tent cards displaying the name of each speaker for events that involve guest speakers. Make sure that there is some type of beverage available for the speakers to have during their presentation, e.g., water, coffee or tea.
10. Create a program for the event.
11. Always have a well developed plan B. Just in case something goes wrong with the original plan, have a clearly devised plan B to buffer any unforeseen challenges.
12. After the event, send follow-up emails to encourage people to join your chapter.
13. Send thank you letters to supporters and a report of how the funds were used.
14. Recognize and thank all the people who made your event a success!



**UNITED NATIONS
ASSOCIATION OF PAKISTAN**

Captivating Speakers

1. Consult the Speakers' Bureau for speakers.
2. Identify at least three speakers initially. Make sure that any of the three can be tapped if a problem occurs with the confirmed keynote speaker. Always have a back-up!
3. Write an invitation letter on the chapter's letterhead to prospective speakers.
4. Follow-up two to three weeks after with a phone call or an email.
5. Make sure to obtain written confirmation for speakers.
6. Obtain updated bio on speaker, preferably from the speaker.
7. Gain speaker's written consent if possible, for publicity purposes, e.g., flyers.
8. Clarify details pertaining to honorarium, travel itinerary and hotel accommodations if necessary.
9. Make sure that two persons are kept informed of confirmation and reservation numbers and all pertinent details for the speaker. Be sure to appoint a "handler" for each speaker. The handler should have all the information for the speaker, pick-up information, check-in and check-out information etc.
10. Follow-up with the speakers three weeks before the conference.

Attractive Venues

1. Make sure to obtain written confirmation for venues.
2. Obtain a contract detailing everything discussed and agreed upon during meetings with venue rep. Do not agree to one thing with the venue rep and sign a contract that does not stipulate the verbal agreement. Make sure that the contract contains everything that you discussed and agreed to.
3. Verify whether or not insurance is needed for the event. If insurance is needed, be sure to contact the Membership Team for support.
4. Know all of the liabilities involved when requesting a venue. Do not secure venues that place an enormous liability burden on the chapter.



**UNITED NATIONS
ASSOCIATION OF PAKISTAN**

5. Make sure that the venue can accommodate the type of event the chapter is hosting. For instance, if the chapter offers meals with the registration cost, etc., make sure that the venue allows food and beverages on the premises. Also, establish whether or not the venue allows in-house and/or external catering if and when food is required for your event.
6. Walk through the venue to make sure that it is suitable for the event. If the event is a conference, check on such things as AV capabilities, DVD, podiums, microphones and conference call-in features.
7. Always negotiate cheaper prices, especially if the venue provides all the services that the chapter requires for the event.
8. Make sure that there is **one** reliable person of contact for all vendors.

Far-Reaching Publicity

1. Create a flyer to publicize the event, a webpage if applicable and a web based registration page. Make sure that the flyers that are disseminated online link invitees to the event registration page in one click.
2. Clearly print and publicize contact information.
3. Publicize the event in local newspapers, social media networking sites, local television shows, community bulletin boards, schools, universities, and with like-minded organizations. If possible, co-sponsor the event. Co-sponsoring allows the chapter to draw on additional resources for the event and potentially increases the number of attendees at an event.