# 10-STEP EVENT GUIDE FOR WORLD FAIR TRADE DAY

## STEP 1 – IDEA: What is an event?

**An Event for WFTDay can be anything you want it to be – whether it's 2 people having a chat over coffee or a world-class orchestra premiering a new concerto, we want you involved and engaged with Fair Trade.**

Questions to ask when considering an event are:

- **What do you like doing?** If you don't enjoy it you won't inspire other people
- **What do you want to achieve?** Is this about getting your friends together for a great night out or to gain maximum exposure for Fair Trade, or both?
- **What is a reasonable expectation of support?** Will you get 5, 15 or 500 people along?
- **Be realistic about time and energy** you can devote to the event and scale accordingly - this is about change, not nervous breakdowns!

**Need inspiration?** Here are a few events which were organised in 2008 to celebrate World Fair Trade Day:

- A Make Trade Fair picture campaign in Ireland
- Various drumming activities worldwide
  A Fair Trade fashion show by People Tree
  The Biggest Coffee Morning in the US!
- A symposium and postcard campaign in India
- A Fair Trade workshop in Indonesia
- A Fair Trade Break in Hong Kong
- Various street activities in Seoul, South Korea

## STEP 2 – Planning

**You've got your idea.**
**So what are the first things you need to get clear?**

When, where, who and what for - who is your event for and what do you want them to experience on the day?

- How long have you got?
- How do you get people along? Invitations, press releases, publicity. See the marketing section below or download our Resource Kit
- What's it going to cost?
- Permissions and Safeguards: Do you need a licence? What are the safety risks for your event? Do you need insurance? What will you do if it rains?
- Will you need products or supplies (to sell or use)? If so, WFTO (WORLD FAIR TRADE ORGANIZATION) members can help:

**Planning Your Event: Some examples of issues to consider from WFTO – World Fair Trade Organisation members**

A Performance or Concert

Once you have your basics sorted – who's performing, where, when and for how long? – you will need to consider all or some of the following questions:

Do you need a special performance licence or permissions to hold the event? Do you need Public Liability Insurance – i.e. if someone fell down at the event and wanted to sue, who would cover the cost of that? Do you need staging or set or special costumes? Do you have a sound system? Will there be sufficient power to run the lights and the sound system? Do you need to hire a PA and speakers? Who will run the technical side of the event? Are you going to charge an entrance fee? If so, how are you going to sell the tickets, look after the cash on the night and account for it later?

A Fair Trade Market

The most important thing to consider here is what you are going to sell and how you are going to source the goods. WFTO (WORLD FAIR TRADE ORGANIZATION) members can help.

You should give extra thought to delivery dates and storage, especially if your products are perishable goods (like food which might go off before you sell it!). Some orders can take a long time to process so always check turnaround times with producers directly.

Where can you hold the fair? If it's outdoors, make backup plans for bad weather and also consider security – and make sure you have any permissions required to sell goods – in or outdoors! Do you need to let the police or traffic authorities know about your event? Will people be able to park their cars to set up the stalls? Are you going to provide the tables or stalls, or do sellers bring their own? Will they be able drive into the market area to set up their stalls, and where can they park their cars once they have finished setting up? Will you need electric, water, toilets, or any kind of extra infrastructure? Try to think of everything you might need to ensure the buyers and sellers are comfortable, safe and active on the day.

A Coffee Morning

The issues here depend on how many people will attend your coffee morning (or afternoon!). If it's a small family and friends occasion, you should be able to hold it at home (yours or someone else's), and run the event from a standard-size kitchen. If you're expecting lots of people, consider if you have enough cups, plates, spoons, chairs and space to accommodate everyone. Where will you get your Fair Trade Coffee and Tea? (Make sure the products you use are 100% Fair Trade – check out the WFTO (WORLD FAIR TRADE ORGANIZATION) supplies list here. Will you need food as well as coffee, what are your Fair Trade options? The FTRN in the US held the world's largest coffee break last year – have a look at their experience!
http://www.fairtraderesource.org/wftd-08/worlds-largest-coffee-break/

A Tree Planting

The world needs more trees in it – we need to get planting them! Think about where you want to plant a tree or trees – one tree will go in your garden or village, but maybe there's a nearby wood or field where you might be able to plant 100 trees? Do you need permission to plant there? (Do make sure you've asked the landowner if the land is not yours). Then you need to find the trees – perhaps a local garden shop or plant nursery can help? Please make sure that all the plants and seedlings are from sustainable growers who practice sustainable forest management. Will the people attending the event need to buy the plants, or can you give the seedlings away? What type of tree suits your local environment? Do you need to organise other events or activities such as refreshments or catering at the Tree Planting? Can you ask a local celebrity or VIP to make a short speech at the event to mark the occasion? Would it be possible to put up a small plaque or name-board which notes the event and explains to future generations why the tree was planted on

that day? Invite the press as well as the public so you have a record of your input into World Fair Trade Day!

## STEP 3 - ESSENTIALS

**Getting these right is the first step to a successful event**

- **Venue -** Do you need one?
- **Date -** May 14th is best, but it doesn't have to be on that day. Many people prefer organising events over the full Fair Trade fortnight - some on one day, some for the whole two weeks. It's up to you.
- **Pricing** - is this a free event to attend, or are you going to charge? What costs do you need to cover and how will you pay for them if no one (!) comes.

**Time line**

**March**
Download our Resource Kit and prepare the posters and leaflets for your event.
Send a press release.
Source the supplies and equipment you need.
Send out invitations to the press and public so they can keep the date free.

**April**
Publicity Campaign – for sales and media.
Distribute leaflets now.
How are you getting on? Update your site entry with feedback on planning via the Forum.

**May**
Check all production details, permits, licences, supplies and team members.
Make final publicity calls to the media/send final alerts on social networking sites/make those phone calls.

**Enjoy your event on WFTDay!**
Send us a report on your event, feedback and photos.
Start planning an even bigger event for the next year!

## STEP 4 – TEAM

**Make some friends**

**We all need support!!!**

- Do you need a production manager/lighting designer/treasurer/head chef/publicist? Think of all the roles involved and assign them to your team. What's left?
- How do you engage your target audience – what networks, groups, demographics can you use to get to them?
- Use your Social Media to raise awareness of your event. Use the Tell a Friend button on each page.
- Some suppliers are fairer Fair Trade than others. Make sure your suppliers are 100% Fair Trade Companies.
- Can another WFTDay member help? Why not ask them through our membership directory?
- Our Support - WFTD Resources Kit

## STEP 5 – Budget

**Most of the events of WFTDay will take up more time than money - you need people and an interest in Fair Trade. You do NOT need a big bank account!**

Do consider the following questions however:

- Are you going to cover the costs, or do you need some funding?
- Will you sell tickets or do collection from participants, or is the event free?
- Can the event or the participants be sponsored?
- Who can you ask to help?
- Perhaps there are key contacts in your area – a Fair Trade supplier or shop which will benefit from your event highlighting the issues around Fair Trade – who may support your event, either financially or in kind with free/discounted goods and products? As we are also highlighting the Environment this year, are there Environmental Groups or activists in the area who may like to get involved? How about contacting local schools to promote the event to students and families? Get your local library to display information. Most people will be happy to help you promote your event – they may have other suggestions too!
- Do you need a bank account/cash flow/auditor/lawyer?
- Will you need to pay anyone to help? Will they need a contract? Will you need to pay royalties for any music?

## STEP 6 – Publicity/Marketing

**There's no point organising an event if no-one turns up! All the publicity for YOUR event adds up to the global awareness for World Fair Trade Day. Make it count!**

**Invitations**
Invite everyone you know to take part – friends, family, work colleagues, classmates – the more the merrier. Telling them about it may be enough – giving them a written invitation with details about where or when, by email or in their hands, will probably help them remember to put it in their diary. And ask them to invite their friends, family, etc. – you can give them some invitations to spread around their networks.

**Posters and leaflets - download them**
The official World Fair Trade Day posters, leaflets, invitations and press releases are available to download here for you to customise for your event. Please use these so every event throughout the world can be seen to be part of The Big Day for the Planet. Your event matters but it will have a bigger impact if we all act together.
We suggest you ask local shops, cafes, bars and clubs to display these for you. Schools, post office, health centres, bus stops – display the posters wherever people congregate and gather. Do ask permission if there is someone in charge of the site.

**Press**
Send your local media some information about your event and WFTDay globally – here is an official press release which you can adapt for your event.
Send a press release at least 6 weeks ahead of your event, and follow it up with a phone call to the editor or journalist 4 weeks before. There are more tips and suggestions about how to engage with the press in the 'Guide to Creating An Event' in the download section.

**Local Personalities and Celebrities**
Sometimes just asking famous or interesting people along to your event can really make it more exciting and memorable, so have a think about who you can and should invite. Your local politicians? Perhaps a well-known actor or musician? Perhaps the doctor, headteacher or local magistrates? This is not just about publicity – it's about showing everyone who attends that the whole world is interested in **Eradicating Poverty, Fighting Climate Change and Resolving the Global Financial Crisis**.

**Social networking** – Facebook, Twitter and YouTube

## STEP 7 – Suppliers and Products

**Think about everything you will need to make this happen? We can't think of everything here, but here's a few pointers:**

**Performance/concert:**
- Performers!
  Power source for equipment
  Equipment – amps, cables, PA, piano …
  Staging
  Chairs/benches for audience to sit on!
  Entrances and exits
  Lighting
  Costumes, dressing rooms, backstage…

**Market:**
- Produce and Crafts
  Stalls
  Tables and chairs for eating at?
  Napkins, forks, paper plates?
  Money floats/safe for takings/security..

**Coffee morning:**
- Coffee, tea, cake, sugar, milk
  Cups, saucers, spoons, tables, chairs, sugar bowls ..
  Hot Water
  People to serve the tea/meet the guests
  Information on Fair Trade Suppliers and World Fair Trade Day for your guests.

**Tree planting:**
- Trees – perhaps a local garden shop or plant nursery can help? Please make sure all supplies are from a nursery which is committed to Sustainable Forest Management.
  Any other events or activities such as refreshments or catering at the Tree Planting?
  A speaker for the 'planting' ceremony – will they need a microphone?
  Commemorative plaque or display board to say what the tree represents.

**Fair Trade is about A Fair Exchange of Goods. So your event may work best if you focus on one or more Fair Trade Products.**

## STEP 8 – Impact

**What will change after your event?**

**Personal behaviour or personal opinions?**

You've done the hard work – you've organised an event to highlight the issues around Fair Trade. Now think about how your event – and World Fair Trade Day – can influence the personal choices of all those people who attend. What will ensure that those people continue to vote for Fair Trade – politically, socially and at the supermarket cashout? Can you encourage local stores to stock more Fair Trade products? Can you make the shop-owners care about what they sell? Yes you can. Increased distribution of Fair Trade products? Will your local suppliers stock more Fair Trade goods?

## STEP 9 – Your Experience

We know planning an event can be hard work. Feeling lonely? Anything to share? Tell us about it!

- Use the social networking sites where we have set up groups: Twitter (@WFTO_FairTrade), Facebook, Google+, Pinterest, Instagram
- Use hashtags to get our attention #FairTrade #WFTDay #WFTD
- Use the "Tell a Friend" button on each page to publish what you are doing to your social networks

Do you need some help?

- Contact us at info[at]wfto.com

How Was It For You?

- An opportunity to download pictures, films, music from the event. Use our social networking channels.
- Join WFTO (WORLD FAIR TRADE ORGANIZATION)/other national organisations.

## STEP 10 – Plan your next WFTDay event

With lessons learned from your experience organizing an event to its success, we are confident that the next year's WFTDay celebration will be more successful, bigger and fun!

**World Fair Trade Day – get planning a bigger event now!**