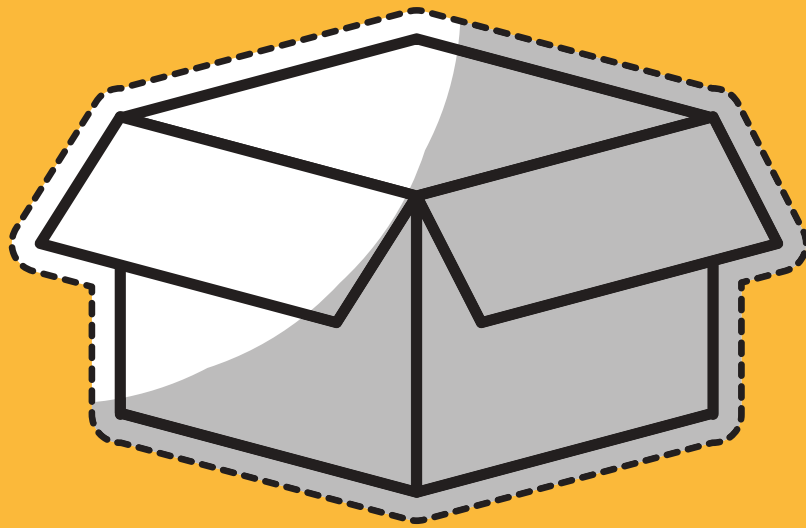




LONDON CND'S EVENT IN A BOX



everything you need to run a successful
event in your local area, with three template
events ready-to-go



Welcome to London CND's Event in a Box!

Inside you'll find everything you need to put on a successful CND event. It includes a comprehensive guide to running an event, from inviting speakers to publicity to accessibility. You'll also find three ready-made event ideas, complete with blurbs, graphics and suggested speakers.

If you need further advice or practical support, get in touch!
Email us at info@londoncnd.org or phone **0207 607 2302**.



What's inside

Part one - timeline

1. Date
2. Venue
3. Speakers
4. Publicity
5. At the event

Part two - general Tips

1. Format
2. Chairing
3. Accessibility

Part three - template events

1. 'Trump's nuclear war'
2. 'What does a radical left defence policy look like?'
3. '60 Years of the Campaign for Nuclear Disarmament'



Part one - Timeline

Here's an outline of what you're going to need to do to get your event organised, and when.

1. Date

The first thing to do is set a date for your event - before you do this, you can't book a venue or invite speakers.

We'd suggest fixing a date around two months away - certainly not much less! Things always take longer than you expect, and you don't want to end up compromising on quality because you're in a rush to get things organised.

At this point, you'll have to think about whether you want to hold your event on a weekday, an evening or a weekend. So think about who you want to come, and when they're likely to be able to attend, as well as how long your event is. This might also depend on the kind of venue you're using and when it's available!



2. Venue

As soon as you've set a date, you can look for venues. If you're expecting less than 50 people, you should be able to find somewhere for free. Otherwise, some community centres and halls will hire out spaces to organisations like CND for under £100. Some will ask for a refundable deposit. If you're paying for the venue, you should be able to recoup most of the cost through ticket sales or asking for donations on the door. Here are some suggestions for the type of venue you could look at:

- Church hall
- Community centre
- College/university
- Youth centre

Accessibility is an important consideration when booking a venue - read more about this in the accessibility section below.



3. Speakers

You can do this at the same time as looking for a venue! Get in touch with potential speakers as soon as you've got a date set in stone.

It's a good idea to approach a few speakers because it's likely some of them will say no. If they all say yes, the more the merrier!

In our ready-made events below, you'll find suggestions for speakers to invite. For internal CND speakers, get in touch with us and we can supply their contact details. For external speakers like MPs, you should be able to find email addresses on their websites. But feel free to contact us if you're having trouble!



4. Publicity

There are lots of ways of publicising your event. One of the most important ways to make sure people commit to coming to your event is to set up an eventbrite so that people can book a ticket and will be reminded about the event the day before.

Eventbrite is very easy to use. You can create an account at eventbrite.co.uk and use the resources provided below (or your own!) to create an event.

If you have to charge for your event, you can do this on eventbrite. You could operate a sliding scale of tickets - for example, £5 for unwaged/concessions, £10 standard and £15 solidarity ticket. However, this will make people less likely to book online. The alternative is to have the tickets free to book online, but ask for a suggested donation on the door.

In the event templates below there are some ready-made graphics for each event. If you want to add the details of your event - e.g date, time and location - to the graphic, click on the 'editable' versions. If you don't feel confident doing that, you can just use the basic ones which are finished and ready to download, but won't have the specifics of your event. Get in touch if you have any problems!

Once you've set up your event on eventbrite, you can email it out to your members and share it on social media if you use it. Send it to us and we will publicise it through our channels!



Publicity (cont.)

You can also use your local press to publicise your event. If you've got noteworthy speakers attending, you can try sending a press release to your local paper. However, many local papers will also have free community listings, so it's worth phoning or emailing them to find out if they will carry a listing for your event. It's a good idea to find out about this as early as possible given that most local papers nowadays are printed weekly, fortnightly or even monthly - you don't want to leave it too late!

If you have the budget, you could consider getting leaflets printed - you can get small batches for good prices at the right places! If you want help finding a good printers, get in touch with us.

If you're using the graphic templates included below, don't just send them straight off to the printers as they are - they need the time and date, but they also need to be a higher resolution - so get in touch with us and we can design you a print-ready graphic! Of course, you could always just make some photocopies at home to give out locally.



5. At your event - and after!

At your event, speak to as many people as possible - especially if there are new faces!

Take lots of photos - these will be really useful for promoting future events. If you're tech-savvy, you might want to think about livestreaming the event on Facebook!

If there are people who haven't booked using Eventbrite, collect their names and email addresses on a sign up sheet. You can also download the attendee list from Eventbrite and add them to your mailing list.

After the event, send an email thanking people for coming and letting them know what you've got coming up!



Part two - general tips

Here are some general pointers to keep in mind while organising your event!

1. Format

The format will depend on what type of event you're holding, how many speakers you've got, and what you're hoping to get out of the event. As a general rule though, it's best to keep total speaker time to under half an hour (less if it's only one speaker!) as people will lose interest after that. Leave plenty of time for audience discussion and questions - this is often the bit that people will find most engaging.



2. Chairing

Someone from your group will have to take responsibility for chairing the event, especially for the Q&A/discussion portion. Chairing doesn't have to be stressful or difficult, but good chairing is really integral to making the event an enjoyable experience for attendees! Here are a few tips:

- **Keep audience contributions brief** - don't be afraid to cut people off after a minute, especially if what they're saying isn't relevant or interesting. The rest of the audience will thank you!
- **Take questions/contributions from a range of ages, genders and ethnicities.** It's a really good idea to call on a woman for the first question - this tends to encourage other women to speak up. If no women are putting their hands up, explicitly ask them to. An inclusive way to phrase this is to say something like "I'd really like to hear from someone who isn't a man next."
- **Don't refer to audience members by name, and don't assume people's gender.** If you refer to people who you know by name - like saying "Yes, Georgia, go ahead" - then people who are new or don't know anyone are likely to feel left out or more nervous about contributing. Instead, say things like "I'll take a question from the person at the back in the blue shirt."
- **Take questions/comments in rounds of three.** This means you'll get through more, won't get stuck on one topic for ages, and also means speakers can choose what to speak about if there's a weird or irrelevant question or one they don't know much about!



3. Accessibility

Making your event fully accessible is compulsory, not optional! And accessibility is about more than wheelchair ramps - there are a lot of things you might not think about which can exclude certain groups from events.

On the next page is an outline of marginalised groups and how to make your event accessible to them. However, we would recommend reading the [Young Greens' Accessible Events Guide](#) (click to view) which is a much more comprehensive guide to making sure your event is fully accessible. Many of the points below are taken from their guide.



Women

- Advertise your event at least four weeks in advance to make sure people with caring responsibilities can make the necessary arrangements
- No all-male panels!
- If you've held events in the past that are consistently attended by mostly men, consider reserving 50% of the tickets for women/non-men. You can do this on eventbrite by creating a separate ticket category.

People of Colour

- Invite BME (black and minority ethnic) speakers, and have BME people on the organising committee.
- If you've held events in the past that are consistently attended by mostly white people, consider reserving a portion of the tickets for people of colour. You can do this on eventbrite by creating a separate ticket category.

People with disabilities

- Find an accessible venue. This might include: wheelchair access, hearing loops, clear signage, easy access via public transport, a lift to accommodate wheelchairs, alarm systems in toilets - but this depends on the venue, number of attendees, and the type of event. If you are not sure what accessibility provision you need, get in touch with us and we can help you.
- You should make the venue's accessibility information clear when you advertise the event, so that people know whether the event is accessible to them and whether they need to request assistance.
- Reserve front row, easy access spaces near exits for wheelchair users, people with and mobility constraints, and those with hearing and sight impairments.
- Be aware that not everyone is visibly disabled! Make sure you have enough people helping at the event to provide assistance to anyone who needs it.



Part three - event templates

Here are three event ideas, complete with blurbs, suggested speakers, and graphics you can use to promote them on social media.

1. 'Trump's nuclear war'

This event focuses on global developments, such as escalating tensions between the US and North Korea, the US nuclear posture review and the UN global ban treaty. It's an opportunity to have a non-party political speaker or speakers and take a broad look at the current context for our activism.

Blurb

Is President Trump taking us closer to nuclear war?

Join **[area]** CND on **[date]** for a talk on rising global tensions, from the US to Russia to North Korea. We'll hear about the US's nuclear posture review which promises "more usable" nuclear weapons, and Trump's escalating war of words with Kim Jong Un - but also the UN's global ban treaty which holds hope for real progress towards disarmament.

Suggested format

- 20 minute talk from one or two speakers
- 10-20 minutes of audience questions

Possible speakers

- Kate Hudson, CND
- Dave Webb, CND
- Dr James Hoare, former UK representative to DPRK
- Vijay Mehta, Uniting for Peace

Graphics



TRUMP'S NUCLEAR WAR

is the president taking us closer
to nuclear apocalypse?

Facebook size (editable)

Twitter/Eventbrite size (editable)

Facebook size (basic)

Twitter/Eventbrite size (basic)



2. 'What does a radical left defence policy look like?'

This event is more UK-focused and could be a good opportunity for a debate between (or within!) left-wing parties. It would also be a good opportunity to attract younger activists who are involved in Momentum or the Labour Party. Speakers might debate renewing Trident and its alternatives, or might talk more broadly about militarism and pacifism. There might be more space in this event for audience participation and discussion.

Blurb

In 2015, the Labour Party elected a lifelong anti-nuclear campaigner as its leader. But since then, Jeremy Corbyn has failed to shift his party's stance on nuclear weapons - and it's an issue that continues to divide not only his party, but the left more widely.

So what does a left-wing defence policy look like? Join **[area]** CND on **[date]** as we debate the issue. Bring your ideas!

Suggested format

Opening remarks from speakers - 5 minutes each

Open floor - questions/points from audience - 20-30 minutes

Closing remarks from speakers - 2-3 minutes each

Possible speakers

Catherine West MP (Labour)

Fabian Hamilton (Labour)

Jonathan Bartley (Green Party)

Murad Qureshi (Stop the War)

Huda Elmi (Momentum)

Graphics



WHAT DOES A RADICAL LEFT DEFENCE POLICY LOOK LIKE?

an open / cross-party / non-party
ideas forum

Facebook size (editable)

Twitter/Eventbrite size (editable)

Facebook size (basic)

Twitter/Eventbrite size (basic)



3. '60 years of the Campaign for Nuclear Disarmament'

This event is more inward-looking, celebrating the history of CND. It could be an opportunity for members to share memories and reflections of their time in CND.

Blurb

This year, the Campaign for Nuclear Disarmament turns 60. What has the movement achieved?

Join **[area]** CND on **[date]** for an evening of reflection, celebration and commemoration as we look back on the movement so far, and think about where we go from here. Come ready to share your memories - or to join a conversation about the future!

Suggested format

- Opening remarks from speaker - 10 minutes
- Audience contributions - 20 minutes
- Closing remarks from speaker - 5 minutes

Possible speakers

- Kate Hudson (CND)
- Bruce Kent (CND)
- Carol Turner (London CND)
- Shigeo Kobayashi (London CND)

Graphics



60 YEARS OF THE CAMPAIGN FOR NUCLEAR DISARMAMENT

where we've been
and what's to come

Facebook size (editable)

Twitter/Eventbrite size (editable)

Facebook size (basic)

Twitter/Eventbrite size (basic)



Over to you!

Now it's your turn! If you run a great event, we'd love to know about it. Email us at info@londoncnd.org or call us on 0207 607 2302.

Likewise, get in touch if anything in this guide doesn't make sense, or you need support with organising your event.

Best of luck from all of us at London CND!