



EVENT PLANNER

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- Event Agenda (Template)
- Chant Selection Sheet

Event Planning Checklist – Before the Big Day

✓	Planning Tasks to Complete before Your Event
	Form your event team. Start building your event team as soon as possible, using Facebook, Twitter, Meetup or the social media or face-to-face channels of your choice. Get creative yet stay organized.
	Choose a busy location. The more foot traffic in your location, the better to reach as many people as possible with your message.
	Choose a date. If you are working with others to hold the event, try to choose a date that works for all the event participants. Check with your main group 'Stop the Dog and Cat Meat Trade Worldwide' to establish if there is already a worldwide / national date that has been planned - Eg June 3 rd 2017 - Global Awareness Day & June 2 nd 2018 – Global Awareness Day & June 2 nd – June 8 th 2018 – Global Awareness Week.
	Decide the time. Choose a specific start and finish time, for, example 1pm to 4pm.
	Get permission to hold the event. Contact the local authority to gain permission to hold the event. This may be your local council or police headquarters. For example, some cities require that you complete an application for permission. We can still set up the event without you receiving permission first as sometimes the location will need to be changed for a variety of reasons.
	Ask Gillian Taylor to create an Event for you and request to be added as Co-Host. Contact Gillian Taylor to request the creation of a Facebook event. As soon as she can, Gillian will add you and any co-hosts to the Events Team and create the event.
	Keep us posted. Please keep in touch with both Gillian Taylor via personal message and also our main Action Facebook Group - https://www.facebook.com/groups/1477398962574778/ to let us know any updates, for example, if you have new information, ideas or team members who are helping you host the event. This will encourage others to keep the dialog open and also share information with them. Once the event has been created, please remember to keep updating the event with any news / updates you have as well so that we keep all the participants updated with all the relevant and important information to do with the planned event.
	Arrange press materials. Ensure that your team and attendees know about the group's Marketing Materials and link where you and your team members can order lots of marketing items for all your special awareness / protest events. You can order / download posters, flyers, brochures, banners, petition forms, a DIY poster kit, instructions for ordering our Group Awareness Logo t-shirt and so much more ! http://www.stopthedogandcatmeatradeworldwide.com/group-marketing-materials.html
	Inform the local and national press. Inform your local and national press via both telephone and in writing about the event, including the date, time, event name and theme. Explain why this needs media coverage crucially and why the public needs to know about it. Tell what the impact would be if the press agency does not cover the event – namely, another agency will grab the story. In your letter, include the link to your Facebook event and the group website.
	Select other graphics needed. You can also choose graphics for posters t-shirts, banners, leaflets and so forth from our website. Supportive Graphics: http://www.stopthedogandcatmeatradeworldwide.com/supportive-graphics.html
	Order other merchandise. As soon as possible, order any other personal merchandise for the event, such as bags and buttons for you and your friends/family who are also attending. Encourage your events team and attendees to do the same. You may also want to purchase bottled water to hand out on the day.
	Reserve rentals. List and reserve any equipment required, such as tables, chairs, sound equipment and megaphones, depending on your event design.
	Prepare copy letters. Use our group copy letter to contact celebrities, local charities, companies or any individuals who may be able to support your event. Update the Events Team Facebook page with your progress so that others can join and support you. Copy letters: http://www.stopthedogandcatmeatradeworldwide.com/copy-letters.html

	<p>Arrange a photographer. This can be a friend, participant in your event or professional photographer, depending on your event budget. Encourage and try to arrange for as many photos and videos as possible. After the event, share your photos and videos in the group, main newsfeed as well as in other groups and on your personal page.</p>
	<p>Make an agenda. Prepare an agenda or schedule for your event that describes exactly how you see the successful event unfolding on the day – this will help you and your participants stay organized. For example, include a schedule of times, contacts, and items to bring to the event on the day. This will help you stay organized and avoid oversights.</p>

Event Agenda (Template) – On the Big Day

Ensure that you have completed the Event Planning Checklist on the previous page. Then you can use this template as a basis for your own event, customizing it with your specific details.

General Details

- **Event Name:** DCMT Peaceful Awareness Event
- **Location:** Manchester, United Kingdom, Piccadilly Gardens
- **Date and Time:** Saturday 3rd June 2017, 12:00-15:00

Time	Event Agenda
BEFORE THE EVENT	
	<ul style="list-style-type: none"> • Agree speakers and speeches beforehand. A recommended number of speakers is one or two. The greater the number of speakers the more you will need to coordinate and plan beforehand to ensure a consistent message. • Ensure that if you bring a dog, the dog is comfortable in busy areas with lots of people. If you are unsure how your dog will respond, it's suggested they stay at home safe ☺ • Ensure that you have all your materials and that you can transport them to the event, including banners, posters, buttons, bags, megaphones, sound system and any other materials and equipment you have arranged for the day. • Arrive early to get organized and set up as needed. • Encourage your event participants to hand out literature, such as flyers, leaflets and business cards.
DURING THE EVENT	
	<ul style="list-style-type: none"> • BE RESPECTFUL & ENCOURAGE THE SAME: Do not tolerate racism during your event, such as denigrating comments about particular nationalities. This gives our cause a bad reputation. Racist and any type of negative/abusive commentary are STRONGLY DISCOURAGED by the group. • Invite people to join our group from their phones. Ask if you can friend them and then add them to our group, or they can simply go to our group page on Facebook, and we'll approve their request to join ASAP. • Attendees should deliver leaflets, brochures, flyers and any other materials throughout the event.
EVENT SCHEDULE – Your event schedule may look something like this with your own event particulars added to it.	
11:00-12:00	Arrival and Set-Up. Clear up questions. Deal with unexpected.
12:00	Event Starts –all participants gather with materials at the location.
12:10-12:20	Kick Off Speech –
12:20-12:25	Start of Group Chants
12:30	Meet & greet the public, hand our awareness literature & get petition forms signed.
12:45	
13:00	
13:15	
13:30-13:40	
13:40-13:45	
13:45	

14:00	
14:15	
14:30-14:40	
14:40	
14:45	Grand Finale speech & Thank you's
15:00	Event Ends
	<p>After the Event:</p> <p>Ensure all garbage and litter is removed after the event. As your participants to ensure that they take any rubbish they have created away with them, as well as unused materials.</p>

Chant Selection

These are the chants chosen by the event organizer to be used on the day. For a selection of chants / ideas for chants you can use, please see Chant Selection Sheet.

<p>You are Done</p> <p>Cat meat trade, You are done, Fight your evil, Till we've won!</p> <p>Cat meat trade, You are done, Fight your evil, Till we've won!</p>	<p>'Cause It's Wrong</p> <p>No more boiling dogs and cats 'Cause we know it's wrong! No more burning dogs and cats 'Cause we know it's wrong! Stop the violence, stop the torture Ban the dog and cat meat trade.</p>	<p>Is it Okay?</p> <p>Is it ok to torture dogs and cats? No way! Is it ok to boil them while alive? No way! Is it ok to beat them while alive? No way! Stop the dog and cat meat trade Today!</p>
<p>The Big Culprits</p> <p>Korea, China, Vietnam, Ban The Trade You know torture's wrong!</p>	<p>Stop the Torture</p> <p>Stop the Torture! Why? Because we know it's wrong!</p>	

Chant Selection Sheet

Chant leaders, you can repeat chants for as long as you like at intervals throughout your event. You can share the chants before your event with participants. It is suggested you choose a set of chants, maybe 2 or 3 and use those for simplicity and easier learning by participants.

<p>You are Done Cat meat trade, You are done, Fight your evil, Till we've won!</p>	<p>Friends not Food Friends not food! Pets not furs!</p>	<p>Not a Piece of Meat Cats and dogs are pets, That's how they are made, Not a piece of meat, For this vile trade!</p>
<p>Check Your Fur Check you fur, Look and see, What you're wearing Could be me!</p>	<p>Stop the Torture Stop the Torture! Why? Because we know it's wrong!</p>	<p>'Cause It's Wrong No more boiling dogs and cats 'Cause we know it's wrong! No more burning dogs and cats 'Cause we know it's wrong! Stop the violence, stop the torture Ban the dog and cat meat trade.</p>
<p>What's the Reason? Why do they torture dogs and cats? They think the meat tastes better! Why do they torture dogs and cats? They do it for the money!</p>	<p>Is it Okay? Is it ok to torture dogs and cats? No way! Is it ok to boil them while alive? No way! Is it ok to beat them while alive? No way! Stop the dog and cat meat trade Today!</p>	<p>Stop It Stop burning dogs alive. Stop boiling cats alive. Now's the time, The trade must die.</p>
<p>The Big Culprits Korea, China, Vietnam, Ban The Trade You know torture's wrong! -</p>		