

ANG-5104-1. WRITING SKILLS I

LS

ORGANIZING AN EVENT



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Scenario



Whether you are at school, at work or with friends, you sometimes have to plan an activity, a party, a business meeting, a weekend getaway, etc. Planning demands organization, communication and maybe, just maybe have a Plan B!

Since you are known to be a proactive person, of course, the people around you expect you to take charge! Throughout this learning situation, you will read and watch videos pertaining to organizing an event. At the end, you'll be invited to write a public communication to promote a protest walk!

In this learning situation, you will:

- ♣ Choose an issue close to you and plan a march to support it;
- ♣ Read, watch videos that will help you be more efficient when planning an event;
- ♣ Learn how to write a formal letter and promote an event;
- ♣ Write a formal letter;
- ♣ Write a short promotional paragraph for social medias

Task 1 Choose an Issue That Matters to You

Recently, you have witnessed an unfair situation. You want to organize a peaceful protest and invite people to march with you.

Choose an issue that is important enough for you to organize a protest or an awareness walk. Fill in the chart to help you complete the learning situation.

Here are a few examples;

- Animals rights;
- Cyberbullying in schools;
- LGBTQ rights;
- Racism;
- Climate changes;

These are only suggestions, you can use whatever other issue you hold dear...

The issue I have chosen is:

Have your teacher approve it before you go any further.



Now that you have chosen your cause, fill in the following chart.

Issue chosen	
Reasons why you chose it	
Target audience	
Relevant information on the subject that will help you get the attention you want	
Sources that you used for your information gathering	

Task 2 Read and Interpret

Read the text « Organize an event ». Use the chart on page 7 to gather information.



Organize an event

Define the event's purpose. Having a sentence or two in your head will help you lead the event in the right direction. Are you planning it to educate your community? Persuade potential donors for funds? Whatever you're doing, make sure you know *why* you are doing it! Think of it as your mission statement.

Set goals. What *exactly* do you want to accomplish? If you want more people to like your Facebook Page, precise the number. If you are looking for a fundraiser, who will you ask? How much money do you need? Why do you need that money? Your goals can be financial, social or personal. It's up to you!

Gather volunteers. Good team members with different skills are a necessity. They can help with everything from preparing schedules and budgets, to making invites and posters, to welcoming in guests and doing the dirty work of cleaning up afterward. Make sure you trust those people.



Prepare a budget. All possible expenses, incomes, sponsors, and contingent expenses should be included. If you don't budget, you'll end up with a wad of receipts, an empty pocketbook, and no idea what the heck just happened. Be realistic from day one so no surprises are seen the day of!

Decide on a time and place. This is the *most important* thing when it comes to your event. What time and what place will make people say, "Yeah, I'll go to that!"? You want a time when everyone will be free and a place that's a convenient location. And something you can afford to book!

Think about logistics. Logistics for everything. What will parking be like? What about handicap accessibility? What can you do with the size of your space? What equipment will you need? What extra items (water, brochures, etc.) will you need? Can you prevent or foresee any obstacles? Come up with solutions with your teams!



Think about marketing and advertising. While you're on the roll that you are, prepare a draft poster. It should include the tentative date, time, venue, chief guest, name of the event, and a theme or tag-line for the event. What platform will you use to advertise? Facebook? Instagram? Email?



Organize yourself. It's very possible you feel like a ferret with its head cut off right about now. Take a breath and open up Excel. Prepare a draft schedule of the activities in the event. Make a few spreadsheets to organize your thoughts. Prepare a time line (with deadlines) for each activity. Write down everyone's names and where/when they're needed.

Meet with your team regularly. Does everyone know their obligations? Are they comfortable with any issues?

Market the event. Prepare brochures, release advertisements, inform the media, send mailings, make phone calls, send messages to e-groups. Make sure the information you're putting out there is fully complete: fixed date, time, venue, chief guest, venue, name of the event, a tag-line for the event, etc.) Think about your target audience. If you're trying to reach senior citizens, you're not gonna be spending your time sending out well-timed Snapchats.



Source: <https://m.wikihow.com/Organise-an-Event#/>

Adaptations and modifications : Mylaine Goulet, CFM 219

YOU GOT THIS!

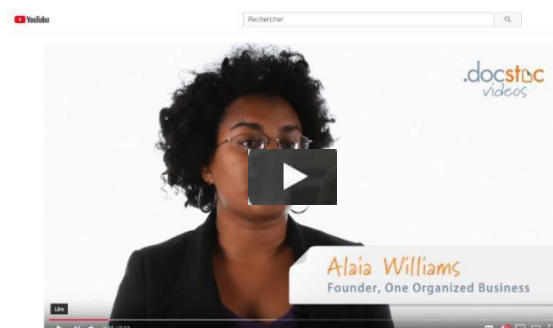
You know how this works by now!

Fill in the following chart with the appropriate information from the written text. This will help you for the final task!

Briefly summarize, using your own words, the important steps before, during and after planning an event!

	Written Text	Video
Important things to remember BEFORE you plan an event.		
Important things to remember DURING you plan an event.		
Important things to remember AFTER you plan an event.		
Other notes		

Watch the following video and see if you can complete the chart with new information.



Task 3 Start Planning

For this task, you can use all the notes and the texts you have taken so far from tasks 1-2 and write your own planning of the event.

You can use a checklist, a chart, a mindmap...whatever will be useful to you, as long as your planning is complete.

Your plan

Task 4 Plan the Protest

Hey! Hold your horses! We know you're looking forward to promote your protest walk, but do you know that there are some rules to follow before you can organize something in Quebec?

Read the following text and gather the information you feel is relevant!

Organizing a protest in Saint-Hyacinthe

The SPSH (Service de Police de Saint-Hyacinthe) respects the fundamental right of people to protest, a right that must respect the laws and regulations in effect.

Cooperation from all participants in a protest is necessary to ensure the safety of everyone and that the expression of democracy is done in a peaceful manner.

To ensure its role as guardian of the public peace, the SPSH cannot tolerate acts of violence, criminal acts or offences that may be committed and it is obligated to intervene to reprimand these individuals.

FAQS

Do you want to organize a protest? You will need to follow certain instructions to make sure that the demonstration takes place in the best possible context, in a safe manner and complies with municipal regulations.

The following are guidelines to respect:

- Contact the local Police Department to provide the date, location, route of demonstration, as well as estimate of the number of participants. If possible, 2 weeks prior of the event.
- Provide the contact information for the person in charge (name and phone number of the person who must be easily reached);
- Make sure that there is no obstruction to the route due to work or other hindrance. In this respect, some roadways are subject to an assessment by the crowd control team;
- When demonstrators are marching, no one-way street can be used in the opposite direction. Avoiding rush hour is also recommended. You are advised to have a team of identified volunteers to assist the demonstrators;
- Respect regulation P-6 of the City of Saint-Hyacinthe.



If you have any questions, or are unsure, please contact the crowd control team at your local Police Department.

Now that you have read the local Police Department statement on protests, write down a few things you must take into consideration before you send your invitation.

Before you jump into task 5, make sure you know the rules to write a formal letter. Pay attention to the sample letter below.



Organization's letterhead

TEMPLATE: FORMAL LETTER

Organization's letterhead

Date

Month, Day, Year

Greetings

Oear r Sir;
Oear Mada m or Sir;
Oear Mada m;
OearName;
Oear.MJ..Name;

People with a
Oear Mayor Bell

Introduction

Give the reason you are
writing (n this task, to
inform of a protest)

Frst paragraph

Briefly describe the cause

Description of protest

Second paragraph

Information on protest: walk

Locati on, etc.

Thir d paragraph

What do you expect from the
Police Rsruc tro!U

Letter Closing

Yours Truly,
Sincerely,
Gratefully,
Vnuro;;

Signature
Yourname
Address

Task 5 Write Your Letter

You have everything you need to write a letter to the Police Department to inform them on the upcoming protest walk you are organizing.

Your letter must:

- Contain between 150-250 words;
- Respect the formal letter template given on page 11;
- Be written in your own words.

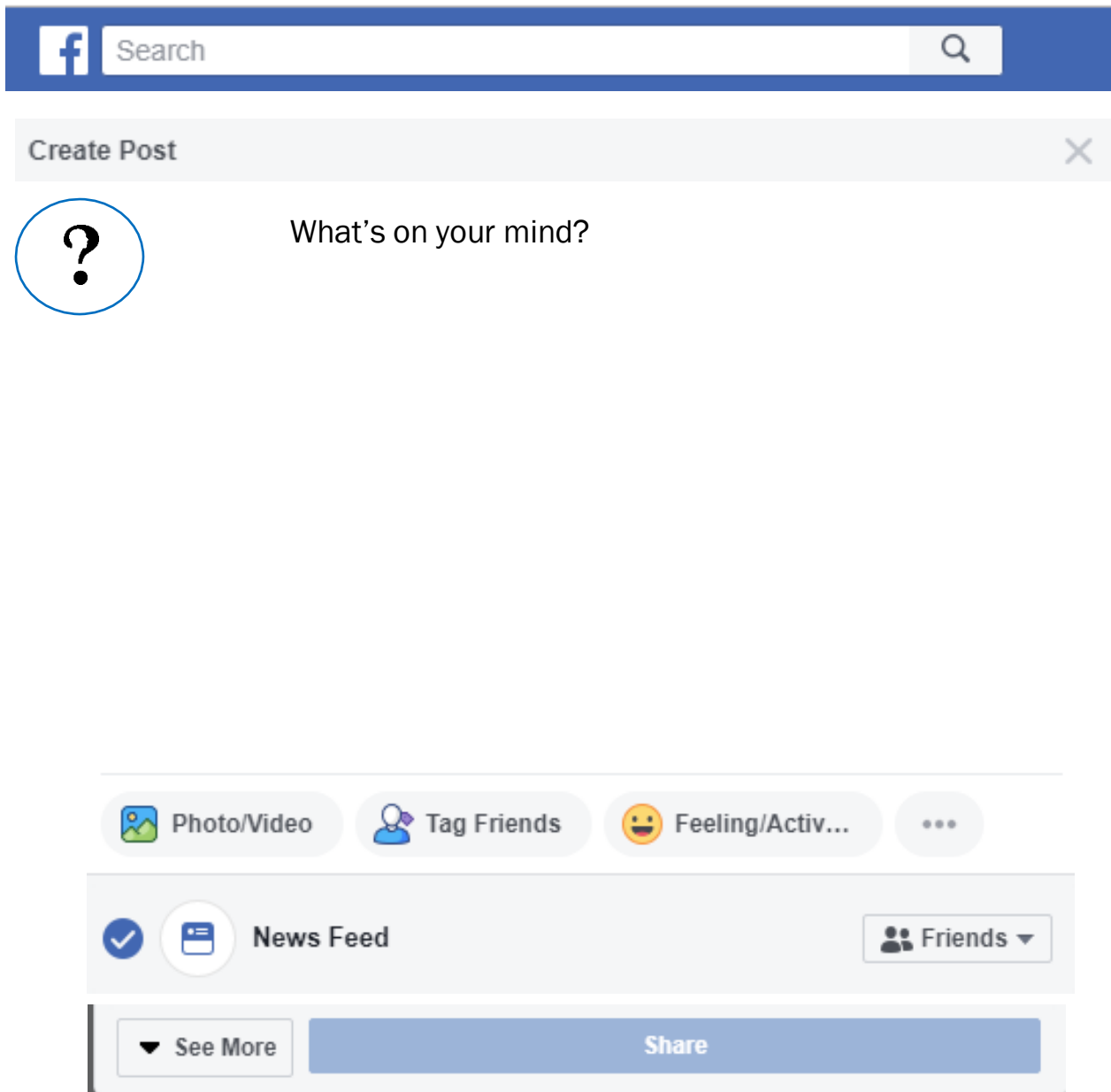
This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

Task 6 Promote Your Walk!

Write a short but effective invitation that you will use to promote your protest walk on Facebook!

Your invitation must contain all relevant information and be 100 words maximum. Remember to be inviting! The success of this event lays in your hand!



The image shows a simplified version of the Facebook post creation interface. At the top is a blue header bar with the Facebook 'f' logo on the left and a search bar with a magnifying glass icon on the right. Below this is a light gray bar with the text 'Create Post' on the left and a close 'X' icon on the right. The main area is white and contains a large blue circle with a black question mark on the left, and the text 'What's on your mind?' to its right. Below this is a horizontal row of four rounded rectangular buttons: 'Photo/Video' with a camera icon, 'Tag Friends' with a person icon, 'Feeling/Activ...' with a smiley face icon, and a button with three dots. Below these buttons is a light gray bar containing a blue checkmark icon, a blue circle with a white document icon, the text 'News Feed', and a button with a group of people icon and the text 'Friends' followed by a dropdown arrow. At the bottom is a white bar with a 'See More' button (downward arrow) and a large blue 'Share' button.