

# **How to run your own Transformed Event.**



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### TWT365

Three years ago, we organised the first The World Transformed festival in Liverpool. Since then, a lot has changed. The UK stands at a critical point in its history, with parliament in deadlock over Brexit and the crisis of climate change, rampant inequality and the rise of the far right, transformative political education is more important than ever. In order to rise to the challenges we face, we must understand the past and present of our movement through political education in order to build a future that is sustainable, radical, and transformative.

That's why, alongside TWT19, we will be launching the first stage in our ongoing political education project TWT365 to help build a network of organisers and educators working together to develop political education in our communities.

It will include:

- A digital library of resources

- A database of speakers to make it easier for organisers to platform a broader range of voices
- Regular training and skill-share events across the country
- and more.

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### The Supporters Network

To make our plans a success, we need your help. By committing to a monthly donation to The World Transformed, you can help us build a project that extends beyond our festival. Plus, as a member of our Supporters Network, you'll get monthly updates on our work and a free ticket to next year's festival!

To find out more about our plans, and to join the Supporters Network, go to:

[theworldtransformed.org](http://theworldtransformed.org)

***'The philosophers have only interpreted the world in various ways, the point is to change it.'***

*- Karl Marx*

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## **INTRODUCTION:**

Transformative change can only be achieved by a self-educating and politically conscious grassroots movement. Building a strong culture of political education into our movement is therefore absolutely essential. Organising political education isn't rocket science, but we know it can be intimidating. That's why we have written

this guide, as a small introduction to some of the ideas and ways to organise political education events yourself. Problems, as well as solutions, will be different in different places, but we hope that this has some useful pointers for organising successful events, and gives you a sense of our experience of organising The World Transformed.

**We want to keep big ideas on the agenda, making sure that we are always pushing the horizon of what is possible and imagining the kind of world we want to live in.**

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## 1— PRINCIPLES

Political education is about supporting people to achieve a more thoughtful and confident political practice. We see it as those activities that help us to be more conscious, critical, and strategic in our thinking and action.

People learn in different ways. There is no best way to organise political education and there are many brilliant examples of activists organising dynamic and interesting political education in the UK and beyond. Here are a few principles that we think make TWT what it is, and could help you shape your own work.

### Forward thinking:

We want to keep big ideas on the agenda, making sure that we are always pushing the horizon of what is possible and imagining the kind of world we want to live in.

### Radical Roots:

While looking to our future we also want to recognise and learn from the struggles of the past, and keep these lessons in mind when looking forward.

### Collaborative:

A self-educating and informed movement means organising with different voices across our movement, learning from and collaborating with people from many walks of life.

### Cultural:

We need to do more than build a political movement for socialist change. We need a movement that is vibrant and imaginative where we can transform the way we relate to one another - by integrating the creative arts and forging meaningful experiences of collective joy.

### Inclusive:

We want people of all ages, identities and backgrounds to be active in our movement. Building political education that is sensitive to the ability of everyone to participate fully is essential for creating a politics that can truly transform society for us all.

### Diverse:

In life there is conflict and difference in opinions - politics is no different. We strive to make space for healthy and productive of debate and reflection, recognising the value in different opinions and allowing for a diversity of ideas and approaches to the issues we face.

### Impactful:

Political education is all about supporting ourselves to become more conscious, critical and strategic in our thinking and action. Making sure to link the discussion with campaigns and actions will connect your work to the wider movement.



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## 2— BUILDING YOUR TEAM

As you start to plan for your event, the first task is to build a small group of dedicated people who share your vision and are up for spending time each week organising the event. You should aim to have regular meetings to keep each other updated on everything going on.

Here are a few things to think about when building your team:

- List the skills your team will need. Ask yourself what skills you are looking for, and what experience will be helpful.
- Pick people who aren't all like you - You need a variety of skills, interests and perspectives - your team will naturally build an event they want to go to, keep that in mind when planning in order to expand the range of topics discussed.
- Include different experiences - Your audience will hopefully come from a diverse background. Including people in your team with different experiences will make sure you cover more needs.
- Organising events can be stressful! Agree early on how you would like to work together and support each other - think about how you would like to communicate (whatsapp, facebook etc) and how you want to cooperate.

- It can sometimes be useful to have separate roles and responsibilities.

You could, for example, have:

### Overall coordinator:

Responsible for the overall organisation of the event, making sure the different members of the team are on task. They should probably also coordinate with the venue and overlook finances.

### Programme coordinator:

Responsible for communicating with your speakers and booking them for the event.

### Comms coordinator:

Responsible for social media, emails, press and any other outward facing communication.

### Arts coordinator:

Responsible for sourcing artists and performers for your event, and organising your party / evening event.

### Outreach & Promotion coordinator:

Responsible for door-knocking and leafleting sessions as well as reaching out to groups and communities and making sure the event is inclusive.

### Volunteer coordinator:

Responsible for recruiting and preparing volunteers to help at the actual event.

**Fundraising coordinator:**

Responsible for fund-raising, reaching out to unions, grant giving bodies and other sources of income.

**Finance coordinator:**

Responsible for day to day finances, your bank account, insurance, legal questions etc.

**Accessibility coordinator:**

Responsible for making sure the event is fully accessible and that this has been taken into account in all aspects of the event. This doesn't just mean disability accessibility, it also means thinking about a creche for carers and parents, affordable food and drink and the overall inclusivity of your event.

Don't worry too much about following this exactly. Sometimes the roles are filled by themselves and sometimes they are not. The important thing is making sure everyone involved has a clear area of responsibility!

 **Who will be coordinating yourt event?**

Name:

Role:

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### 3— VENUE

With venues, the biggest question is: Is the venue actually suitable for my event. It can be easy to fall in love with a venue that doesn't actually provide everything you need.

Here are a couple things to consider in your venue checklist:

- What is the legal capacity of the venue?
- What does the venue have available for use? Audio/visual equipment, wheelchair facilities, a kitchen?
- What are the terms and conditions for hiring?
- Do you need a deposit? Is there a minimum bar spend?
- Does the venue have event insurance? Who is responsible if there is an accident?
- Can you make any changes to the venue? (Hang up art etc).
- Does the hire come with staff? A sound engineer? Cleaners for after the event?
- Are there additional fees?
- How do people in your community view the venue? Is it a place that will feel accessible and welcoming to different communities?

- Is there a safe space to run a creche or child friendly space?
- If you are organising a party, does the venue have security? Do you need to hire them?
- Is there appropriate transport links or parking available nearby?
- Is the venue multi-purpose (i.e. many rooms of different sizes)?

Here are some other tips:

- When you visit a venue take lots of pictures and ask for floor plans. This makes it a lot easier for you to share with others who haven't visited and plan the event than relying on memory.
- Don't forget that people can hear through thin walls! If you have sessions running next door to one another, have a think about possible sound bleed.
- One great way to make money is to sell your own food and drink. If there is no bar, find out if you would be allowed to sell alcohol yourself. Similarly, find out if you can have external food stalls which could be another way for you to make money to pay for the venue.
- Check the sound quality of the rooms, try and hear what it sounds like when using a microphone. If you are using multiple rooms, make sure they are soundproofed

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## 4— HOW TO ORGANISE

Once you have established your goals, call your first team meeting and map out a timeline of all the tasks you think you will need to do between now and your event. For Transformed events, it is best to plan at least three months in advance. The larger your event, the longer you should give yourselves to organise. In some cases, you might want to book your dream venue 6 months in advance as they can go quickly. Here is an example timeline with details for what each month could involve.

### 1st Month:

- Before you organise your own event, it is always helpful to think about and write down some core principles that motivate your work. Establish what issues you want to talk about / themes for your event: Answer key questions like: What are the aims for the event? How does this relate to a broader political purpose? How big is the event going to be? Who is your target audience?
- Recruit your team
- Identify key stakeholders in your community - local community groups, unions, political organisations and activists you want to include in your event.
- Figure out what resources you have (money, materials, useful contacts)
- Find and book an ideal venue

- Send out a form to local groups (CLPs, Momentum unions etc.) to crowdsource ideas and get a buzz going.
- Decide which social media platforms you want to use for promotion.
- Find a graphic designer for your event.
- Establish your budget: How much can you spend? Where can you get funding from?

### 2nd Month:

- Establish your workshops: Before you book speakers, it is helpful to start by shaping the ideas for each of your sessions in more detail. Try writing titles, a short blurb (less than 80 words), and a brief summary for each session.
- Contacting your speakers: Speakers are a central part of your programme and promotional strategy.
  - > Try to limit the number of people who are contacting each speaker (ideally only one person contacts each individual speaker)
  - > Make sure you are clear about what you want (include date, time and what you want them to speak on).
  - > Find out if they need travel paid, accommodation or any other things provided.

- > Pro tip: Let them know in the invite who else you're inviting so they can gauge your vision for the session.
  - Choose your ticket system
    - > Eventbrite
    - > Ticket Tailor
  - Recruit your volunteers:
    - > Before the Event: Do an open call-out in your area for volunteers at least six weeks before the event through social media and email lists. Ask for as many details as possible; specific relevant skills, tasks they would most enjoy doing etc.
  - Launch your event on social media
  - Reach out to local unions, community groups and campaigns you want to include in your event: This can help with promoting as well as bringing in new people who might not come otherwise.
- 3rd Month:
- Finalise and release your programme: Include the dates and times of each of your sessions and the full lineup.
  - Promote your event: Start sending out more frequent updates and links to tickets the closer you get to the date! Make sure to ask all your speakers to promote the event to their followers. Reach out to journalists and local media to let them know whats going on.
  - Hire your equipment: Hire any microphones, speakers, DJ kit or other bits of equipment you will need for your event.
  - Send any final details: Make sure all your volunteers, speakers and attendees know the running order of the day, where they need to be and what they are doing.
  - Brief your facilitators: Send each of your facilitators a clear brief of what discussion should be had in your session(s) along with a list of the speakers involved. It sometimes helps to talk to them on the phone as well.
  - Brief your volunteers: *The night before the event, organisers should hold a briefing with all volunteers where they can introduce themselves and share all relevant information and answer any questions they might have. We recommend setting up a volunteer WhatsApp group (or a similar medium) to communicate quickly.*
  - Print and collect materials: Design and print any signage, programmes, banners, posters and other things you will need on the day.

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### Afterwards:

Organising an event will leave you exhausted so it's good to have a couple things lined up and ready to go, then take a few weeks to relax before your next steps.

- Send out a thank you form to your speakers and volunteers.
- Ask for feedback using a simple form.
- Collect emails for your email list.

### Programming

Deciding on the programme; what issues you want to discuss, speakers you want to invite and workshops you want to hold is key to organising your event. You should organise several meetings once your team is in place to brainstorm your content and agree what your sessions will be and who you want to invite. We recommend holding at least one big meeting where you programme and timetable all of your sessions together, deciding who is responsible for organising what and what tasks need to be done for each.

Here are some general things to consider when programming:

- What space do you have: How many rooms are available for your use? Are they large spaces (more suitable for big panel discussions, debates and talks) or smaller meeting rooms (more suitable for trainings, intimate workshops and discussions).
- Who is your audience: What issues do

you think will matter most to them? How do you plan to attract them to your event?

- Programming breaks: Is there time between sessions for a break? This will give you some wriggle room if anything goes wrong (like a speaker being late) and also gives your audience time to get food, chat and relax.
- Balancing Panels: Have you got a diverse list of speakers on your sessions? What experiences are you missing from the conversation? A balanced panel, with an equal number of Men, Women and/or non-binary folk as well as platforming BME, LGBTQ, Disabled, Young and other voices is important as it makes your event more appealing and inclusive to those communities! A panel that is pale, male and stale tends to only attract other men!
- Big names v.s. Grassroots: Have you got a good balance of local, national and international speakers? It's tempting to pack your event with the biggest names in politics, but often platforming grassroots names with big names makes great events (and helps build even more big names in the future!).
- Scheduling sessions: If you are organising a multi-room event, pay attention to what you put on at the same time. There is nothing worse than organising a great session in a on community organising, only for

no one to come because they are all listening to a headline discussion in another room.

- Experiment: Try new things! Think about different ways people can learn new ideas and experience something else. Try different formats and ways of delivering your sessions and see what works for you.

Tip: It's easy to do too much and get carried away, so staying true to your local area will help guide topics.

## Parties

Politics is more than discussing interesting ideas and debating policy. A big part of any Transformed event is hosting a social evening where everyone can come together and have fun. Whether it's a comedy night, film viewing, live band or dance night, this is a great way to finish your event!

Here are some things to consider:

- Local Talent: Finding local artists and performers is a great way to bring in an audience who might not otherwise come to your event. If you aren't linked in to your local cultural scene, ask your contacts within the movement if they know anyone, find local club and artist promoters, approach local venues and ask them if they can help! You will be surprised how many people will be up for pulling together an entertainment night to end your event.

- Have a wide range: Make sure you book a wide range of music - you don't want to exclude anyone from your social! (You can play music out of a playlist and still have a great time!).
- The venue: You may need a different venue to host your party. Whatever you are planning to do on the night, find somewhere that has all the technical equipment and a stage to perform on. Check with your performers to find out what they need to play (microphones, DJ kit, Mixers etc), most venues that don't have every piece of equipment should be able to direct you to a rental company you can use!
- Artist Expenses: Make sure you budget payment for performers into you plan, even if they are used to playing for free it is always best to offer a small fee if you can! If not, see what else you can offer them for performing (sometimes some free drinks or some spare tickets for their friends is enough).
- Ticketing: You may want to charge separately for your social night. It is a great way to make a little extra income (and if you can sell drinks there even better!).
- Timing: Make sure your social event doesn't clash with any big event that night (the football game, huge party etc.)

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## 5— SOCIAL SPACE

While it may feel a bit odd, it is important to also try and include a social space as part of your programme. While your workshops will be the primary place for political discussion, political education events are also important for opportunities to meet new people and network.

Here are some suggestions for how to take full advantage of a designated social space:

- Stalls and Banners: Can provide a helpful source of income. They are also important resources for grassroots, as well as mainstream, political organisations – allowing them a way to inform people of their campaigns and to bring in new members. Depending on who you approach, you can charge a sliding scale for stalls. £50 is a good minimum, especially if they will be selling something at your event.
- Catering and providing food: This can be venue specific and may be provided by some venues. If you do have influence remember to keep food:
  - > Inclusive (dietary requirements/veggie/vegan etc)
  - > Affordable
  - > Non-corporate
  - > Grounded in community

> Free water

- Chill out and make some art - Do some political scrapbooking or printmaking, banner making for an upcoming demonstration or anything that is creative.

Other things to consider: Although your event may not have a space that can hold all these things and they may be dispersed throughout the venue in different places, it is important that a space is created where people can simply socialise or chill-out. People need breaks, especially if they're being asked to participate in back-to-back sessions: political events can be exhausting!

### Creche:

A creche is a fundamental part of any political education event. Despite what a lot of people think, it is possible to run a creche at a community event. It might take a bit of work, but it is definitely worth it to increase the participation of parents and carers.

This webpage is immensely useful in understanding the legalities of running a creche as well as other organisational points: <http://www.resourcecentre.org.uk/information/organising-a-creche/>

Here are some key things to be thinking about:

- Is there a space suitable for children i.e. space to run around, separate room with door, near toilet/handwashing/drinking water, safe as possible, soft furnishings, toys.

- All creche volunteers need DBS checks and are ideally employed working with children. You must have 1 DBS checked adult for every 8 children over 3yrs, 1 adult for every 4 children 2yrs old and 1 adult for every 3 children aged 1yr. TWT normally limits unaccompanied children in the creche to 3yrs+ as children under 3 come with other conditions.
- One coordinator should be identified as having overall responsibility for the creche.
- All parents need to sign a parental consent form if they are leaving their child, which also details any health conditions and their contact information.
- Make sure the creche is stocked with toys and other child friendly activities.
- Limit the time parents can leave their children in a creche to two hours. If children under the age of 8 are left for more than two hours, you must inform Ofsted about your creche
- Make sure to advertise that there is a creche, most people will assume there isn't one otherwise.
- You can get numbers ahead of time, by including a free creche ticket online.

Other things to consider: If you cannot support a dedicated creche space, it is still worth setting up a child play area in your workshop with some chairs, tables and toys for them to play with



**A Green New Deal**

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**A Four day Working week**

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**Abolish Detention Centres**

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*what's the biggest idea  
you want to tackle?*



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## 6— PROMOTION

There are lots of great ways to promote your event both online and offline. Here are a couple ways to get started:

- Make a Facebook event: Include a description of what your event is about, and make sure everyone involved invites all their friends to the event.
- Share: Share your event via every relevant Facebook page/group and twitter profile you have access to/ will be interested in your event (Momentum groups, trade union groups etc) and community notice boards, local interest groups etc.
- Ask others to share: Your contacts will have access to social media pages you don't. Ask them to share the event too
- Flyering: Print some flyers, posters and other materials and organise some sessions around town, ask shops to put them in their windows and leave them with local promoters.
- Get an article in your local paper
- Ask your speakers to share the event.
- Post: Make sure you post relevant updates from your main social media page
- Create content: The best way to promote your event (and also get your message across) is to create novel, interesting content. This could be videos of yourself talking about the event, or sharing articles relevant to one of your sessions.
- Use Mailchimp: Mailchimp.com enables you to design beautiful emails, optimize them for mobile/ tablet and track the effectiveness of your campaign and click through rates. It's free for up to 2,000 subscribers and 12,000 emails per month, we'd heavily recommend it.
- Be Concise: The average email gets 15 - 20 seconds attention before the reader moves on. This means your copy/graphics/links have to be easily digestible for someone scan reading your email in that amount of time.
- Use your local Labour / Momentum / Other group: Contact your local party organisation to see if they will share your event on their mailing list and social media.
- Design: Sourcing some well designed social media assets (logo, facebook banner, profile picture, etc) will make a huge difference to your appeal online. Send a callout to your networks to see if anyone is a skilled graphic designer, and if you can set aside a small budget to pay them. Generally, if they support the event they will be happy with a small fee for their time.

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## 7— FACILITATION

Facilitation is an incredibly important skill in organising political education events. Where possible, it is best to reach out to experienced contacts you might have who are confident in their ability to facilitate. We have provided a couple short tips and advice from our own experiences, but ultimately good facilitation is a skill that takes time to develop. We have almost certainly missed out on a lot of useful information, so we highly encourage you to take a look at the extra reading we have included as a good place to start.

- As a facilitator, your role is to make sure everyone is able to participate in the discussion as much as possible.
- At the start of each session it is handy to highlight how confidence levels may differ and ask those who feel more confident to be conscious of not dominating the discussion.
- A well-practiced facilitator will encourage a variety of people to contribute. This means softly encouraging people from different backgrounds (gender, race, class, disability) to contribute and being aware of which groups are talking the most.
- Assumptions about someone's identity on things like gender, sexuality, socioeconomic status and

ethnic identity can be detrimental to discussion as well as upsetting. One way you can avoid generalisations based on gender is to ask everyone to state their preferred pronouns at the beginning of a discussion or to ask the name of a speaker or participant before they speak.

- Be honest! One of the best tools you can use as a facilitator is to explain what you are trying to do with your session and admit when mistakes are made!
- Sometimes it is helpful to have a designated 'second facilitator' who can tap in if you are feeling overwhelmed or are unsure about what to do next.

If you want more ideas and tips, there are lots of resources online, for example:

Seeds for change:

<https://seedsforchange.org.uk/resources>

SO facilitation guide:

[https://www.participatorymethods.org/sites/participatorymethods.org/files/VSO\\_Facilitator\\_Guide\\_to\\_Participatory\\_Approaches\\_Principles.pdf](https://www.participatorymethods.org/sites/participatorymethods.org/files/VSO_Facilitator_Guide_to_Participatory_Approaches_Principles.pdf)

Sam Kaner's facilitation guide:

[https://zodml.org/sites/default/files/Facilitator%27s\\_Guide\\_to\\_Participatory\\_Decision-Making\\_%28Jossey-Bass\\_Business\\_%26\\_Management%29.pdf](https://zodml.org/sites/default/files/Facilitator%27s_Guide_to_Participatory_Decision-Making_%28Jossey-Bass_Business_%26_Management%29.pdf)

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## 8— FUNDING

Organising events is so time consuming, it's easy to think that if you put the effort in then people will come, pay on the door and that's it! However, there are many ways to raise funds for your event that will leave you the black and provide money for your next event!

These tips come from Bradford Take Back Control drawing on experience from Raise Your Banners in Bradford in 2013 and Bradford Transformed.

- Start with a budget as early as possible, that attempts to cover everything.
- It really does help if someone takes charge of planning the financial side of things. That doesn't mean taking decisions, but it does mean making sure that the organising group takes decisions together.
- Agree a budget together, then let your organisers spend the money that has been agreed without having to check every time they need to pay for something.
- Include a 5% contingency in the budget: expenditure on things you don't foresee. It's easy to put in, and everyone is happy if you end up not using it and making 5% surplus!
- The budget will change, and that's ok!
- Some revenue sources will do unexpectedly worse and others unexpectedly better. That's OK and inevitable, it's a collective effort.
- Do your research - There are organisations who will give a grant for political education and do not require you to be a registered charity. When applying for funds, make sure it is done months in advance. Trade Unions can support you if you approach them through a member in your group.
- Sell tickets online. It's easy to direct people to an online ticket office through social media and email.
- Sell tickets directly and through local shops even when tickets are online – it helps promote your event!
- Get cash boxes for the day (£6 at Wilko), it helps the ticket checkers to take the tickets and money seriously, and keeps the money safe – but take the notes regularly during the event to reduce the impact of theft.

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## 9— TICKETING

Selling tickets is the backbone of fundraising your event. We have found that offering a free ticket, alongside a sliding scale of ticket options, has been a fantastic way to pay for costs whilst keeping the event open to everyone! There are no best way to sell tickets, or ideal platforms for you to use, so before you decide it is best to do a little research into the various options you have available.

Most organisers use Eventbrite or TicketTailor, which in almost every way function the same. The real difference is cost:

### Eventbrite:

- Free for events that are 100% free to attend.
- Charges a small fee per ticket sale.
- Great for events with 1 - 300 attendees

### TicketTailor:

- Monthly fee's starting at £19 per month
- Has a free ticket option, but you still have to pay the monthly fee
- Usually cheaper than EventBrite per ticket above 300 ticket sales
- You can cancel your subscription and restart it at anytime

When choosing your ticket option, the best questions to ask are:

- How many tickets do you expect to sell?
- What is the cost of each ticket?
- Will you be doing more events in the future?

### Choosing your prices:

While every event is different, a good price could be £5 for students / low wage, £10 Standard and £20 or more for a solidarity ticket. The key to deciding your prices is to think about the distance between each option. If you set your standard rate too high, more people will opt for the student / low wage ticket. Similarly, if you set your solidarity ticket too low, people may just decide to pay the standard fee. The best advice is to play around with some options, see what works best and ask your friends what they think a reasonable price would be!

A few other tips are:

- Early bird tickets are a great way to get money. Think about selling an early reduced ticket to get some initial cash flow going.
- Invest in a card reader, you will be able to make a lot more money on the day.
- Most people will buy their tickets late. Often upto 50% of your ticket sales will happen in the last week. With a strong promotion plan and a little hard work, you will make those sales!

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## 10— GENERAL LOGISTICS

### Insurance:

Some venues will have their own third party insurance, meaning that if someone hires the venue then the venue still has coverage in the event of damage or injury. However, most of the time, this is not the case. You should at least take out public liability insurance, which covers the costs of claims made by members of the public related to personal injuries or loss/damage to property.

### Health and Safety:

If at your event you're expecting a lot of people or activities which are a bit more complicated than sitting in a room having a discussion, you might want to think about health and safety. It sounds boring but for these kind of events you should be thinking about it so that no one gets seriously hurt and your event doesn't get sued.

Before your event, it is helpful to run a whole team meeting where you ask:

- What could go wrong?

- What would happen if it went wrong?
- Is there anything I can do to make it less likely to go wrong?
- Is there anything I can do so what happens if it does go wrong isn't as bad?

You can apply this thinking to events like a fire or having lots of electrical equipment around, but also to attendees being aggressive, speakers being late or most situations you might find yourself in. If you're prepared as a group for all eventualities, your event will run much smoother!

### Bank accounts:

Depending on your plans, you may want to setup a specific bank account for your event (particularly if you plan to do it more than once). You don't actually need one, but it does make things easier, especially if you are using online banking.

Just like choosing your preferred ticket system, it is best to do some research to find the right bank for you.



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## 11— ACCESSIBILITY CHECKLIST

Making your event accessible means removing all social, behavioural, organisational and environmental barriers are removed so that Deaf and Disabled people can participate fully.

What do we mean by accessible:

Access means gaining entry to a room, meeting, event, information and any other type of interaction. The more thought put into different audience needs when planning, the less barriers they are going to have. An accessible experience should promote equality and maximise independence, and empower people to participate equally. This is called the Social Model of disability.

Here is a checklist of things to consider when organising and running your event:

- Are you involving a diverse range of people in the planning process so a variety of needs are considered?
- Is there a step free access to all areas including toilets and eating areas?
- Are ramps and corridors obstacle free?
- Is there space to navigate various sized scooters and wheelchairs into and around a venue?
- Will you need to find interpreters for your event?
- Is there a quiet space for people to use?
- Is there a single point of contact so people can ask questions about access via text, phone or email?
- Some people require information in audio format, Braille, large print or in a specific document format e.g. not a PDF

- Give people as much notice as possible. Get publicity out early. People may need to book support or transport, plan childcare, transport routes etc. This is just best practice and not just limited to Deaf and Disabled people.
- Advertise amongst the Deaf community
- Have you included access details: Transport – nearest step-free station, bus information, parking facilities, vehicle height restrictions; whether the venue is step free, has an accessible lift and toilets; whether there will be BSL interpreter
- Is there clear signage at the venue?
- Have you briefed the speakers/ participants about how to work with any interpreters or those attending who are using alternative formats such as Braille, lip speakers, palantypists?
- Are handouts available in different formats?
- Are there enough seats and have any been reserved for interpreters?
- Is there an inclusive space for wheelchair users so they can fully participate? (not be stuck at the back of a room or at the end of a row).
- Is there a feedback process so you can improve the experience for disabled participants at future events?

You can access a more detailed guide on our website

[www.theworldtransformed.org](http://www.theworldtransformed.org)

## 12— ON THE DAY

A week or two before your event, it is helpful to sit down and map out all the roles and tasks that will need to be done during the event. This will help you brief your volunteers and give a sense of what kind of operation you will need to run. Ask yourself:

- What do we need volunteers to do: Running the front of house (ticket checking, purchasing), accessibility help, holding microphones for questions and answers during sessions, serving food and drinks, collecting donations etc.
- Who in your team is responsible for:

Making sure speakers arrive on time and reach their sessions, keeping the workshops on time, collecting and counting money, liaising with artists/performers, dealing with any emergencies that might happen, coordinating volunteer teams, wellbeing etc.

- Record your event: Make sure you spend some time working on how you will record your event. Photographs, audio or even video are great ways to give your event a lasting legacy!

The key for a smooth event is preparation! The more planning you can put into the running of the event itself in the weeks before, the easier it will be on the day!



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### 13— WHAT NEXT?

The final thing to consider is what you will do next once your event is over! From collecting email addresses to organising a debrief meeting, there is plenty of work that still needs doing even after your event. Here are a couple of things to think about:

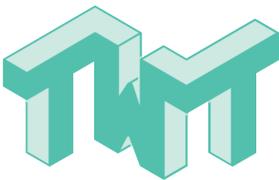
- **Building your database:** Whether you are planning to organise more events, or want to collect emails for your local campaign, group or party, political education events are a great way to bring new people in. Make sure you are collecting contact information from attendees to follow up with more events!
- **Volunteer and team debrief:** Whether you plan to do it again or not, it is important to organise a proper debrief meeting for your core team and volunteers. Ask yourselves what

went well? What didn't? How can you improve for next time?

- **Contact The World Transformed:** We are building a network of political educators across the U.K. We would love to hear about your experiences and introduce you to other organisers who are doing the same thing!

We want to revitalise the Labour movement's rich history of self-education, helping activists to organise events where to discuss politics, build networks and develop their own ideas and opinions. This year, we will be launching the first stage in our wider political education project, the TWT Digital Hub - a platform that provides the knowledge and know how to deliver your own political education events.

Go online at [theworldtransformed.org/Digitalhub](http://theworldtransformed.org/Digitalhub) to find out more!



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