**Basics of organizing a Heading for Extinction talk**

*A document with some of the learnings from the last few months - just a collection of points to think about and some pieces of advice.*

(Made on 05-11-2019. For any questions/remarks; @danmulder)

**The 4 steps of organizing a talk**

1. Selecting a venue
2. Finding a speaker
3. Doing promotion
4. Aftercare
5. **Selecting a venue**

1.1 Requirements of the venue

Space for social bonding is crucial in movement creation. Make sure there is the ability to have drinks / coffee / tea (depending on the time of the event) afterwards and that there is a place to socialize.

Check for accessibility for disabled people - if its not accessible, announce this in your communication / event description.

Check for beamer, screen, ”slide clicker”, number of chairs

Having a set of fixed locations throughout the city that hosts talks at a fixed day of the month at regular times makes it easier for people to join (predictability)

1.2 Capacity

A full place gives attendees the impression there is ‘societal’ interest in the movement, an empty one can make it discouraging to join.

1.3 Conditions of the venue

Big venue means more promotion work.

Small venue gives opportunity for intimacy and more personal connection, use this to your advantage

Unknown venue means lots and lots of promotion.

Popular location means (usually) a specific target audience.

Advice:

Always ask yourself; to what extent does the location fit the target audience I want to reach for this talk? - e.g. you want to target locals in a neighborhood, make sure the venue is a place where locals feel comfortable and are attracted to naturally, avoid a place that is known for gentrifying the neighborhood.

If you want to give a talk in a certain area and the location/target audience doesn’t matter that much - choose a location with many social media followers and the promotion will happen automatically. Ask them to become a co-host of the facebook event and to share 1 or 2 posts on their socials (which you can write for them to save them effort).

1. **Finding a Speaker**

Getting a speaker last minute will result in a limited number of people always giving the talks; those with a high sense of responsibility.

Make sure to actively engage with a pool of speakers and categorize them for specific regions (of the city) - this lowers the threshold for speakers to commit to a talk (less travel) and you can keep track of speakers that may need support to give the talk (need for a speaker skill training - buddy system, any other needs).

Make sure the speaker becomes familiar with the venue and target audience of the talk - so they can prepare accordingly and even adjust the slides if necessary

Putting a request on the MM Speakers channel usually doesn’t work, make sure you have personal contact with a set of speakers and inform them in advance - this also gives you the freedom to match speakers more appropriately to the target audience of the talk.

Put the speaker and the host/contact person of the venue in contact with each other before the talk.

1. **Doing Promotion**

3.1 Online Promotion

Always check for correct spelling. Ask for help if you’re not 100% sure.

Put it in the [national calendar](https://docs.google.com/spreadsheets/d/1uYRkiHj8OeqxN2CZdKVLkZoe779VysOtZP7n28s-GVI/edit#gid=1042551872), now the tech circle can upload it on the website. It’s important to do this timely.

Make an event on Meetup (for those who avoid Facebook or don’t keep an eye on the website frequently)

Make an event on Facebook

Make sure you have a direct link to those managing the Facebook and Meetup accounts, Become friends with people from the media circle :D

If a Facebook event needs online promotion, do some posts in the event, but not more than 1 per day (annoying). More posts as the date of the event approaches. Always use a picture. Only post within social media peak hours (around lunch and evening; when people go home from their jobs)

Again, make the hosting location a co-host of the facebook event and if possible have them do some posts

3.2 Physical Promotion

If necessary, make flyers or posters and have them printed (ask the arts circle - having a direct personal connection helps). Prepare as much information as possible to make the job for the designers easy. The process of designing + printing takes a week.

Use existing networks (in the area or around the topic) instead of reaching out to everyone and doing everything yourself.

Advice:

Find out if the venue hosts similar or related events, and get in touch with the promoters of those events - inform them about the event and ask if they are interested in sharing this in their network.

Look for other networks active in the area of the event: e.g. neighborhood groups, social initiatives, hair salons, sports club, knitting club, bars, etc.

Talk to people on the street or in bars/cafes when flyering. You are flyering in people’s neighborhood, so you are entitled to randomly start talking to people in a friendly and enthusiastic manner and invite them to the talk.

1. **Aftercare**

After the talk the people can sign up through the [Dutch Sign Up Form](https://actionnetwork.org/forms/sluit-je-aan-bij-xr-nl?source=direct_link&) or the [English Sign Up Form](https://actionnetwork.org/forms/join_xrnl?source=direct_link&). They will get an automatic email with all the steps on how to get started in XRNL as well as be subscribed to the Newsletter (which they can always unsubscribe from).

Check up with the speaker on how it went; number of people attending versus people signing up, any feedback from attendees or speaker, problems with the venue etc.

Be nice to the people hosting you and make sure XR gets to use the venue again. Checking if everything was alright and a small thank you afterwards can do magic. Maintaining a good relationship is important to get a place for free or at a discount rate (if that isn’t the case already).