



Daisy's Eye Cancer Fund

A Global Response To Childhood Retinoblastoma

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Planning an event for World Rb Awareness Week

This event manual will help you to organise, carry out and evaluate retinoblastoma awareness events in your community. Please feel free to contact us for further advice and guidance.

Who is the target audience?

Decide this first, because all other aspects of planning will be contingent on your audience. Before developing programs about Retinoblastoma, its symptoms and effects, it is important for you to decide who it is you are trying to reach and why. Understand the community and its needs.

Select a topic.

What information is your audience most interested in and what new knowledge can you impart to them? Why is it that you wish to reach this particular audience - do you have a specific message?

Your event will be most successful if the topic you choose relates to the concerns and interests of your audience. It is helpful if you can show how this information will be of direct benefit. Direct your audience to materials that will enable them to learn more or to take advantage of the new information which they have received at your event.

Understand why a particular audience may be interested in your topic:

- Does this topic complement or enhance a subject that is being studied by your audience in school or university?
- Is this a population whose children are particularly at risk for retinoblastoma, such as pre-school parents?
- Is this audience likely to be interested in becoming involved with fundraising activities to support awareness projects, such as a community group?

Be sure that you accurately assess the scientific literacy of your target audience. The impact of your information will be greatly weakened if the information is either too complex or too simplistic for your audience.

Select a location.

Keep the following in mind when choosing a location:

- Can it accommodate the anticipated size of the audience?
- Is there adequate parking and public transportation?
- Is it geographically well situated for your intended audience?
- Are there provisions for disabled guests?
- If necessary, what are the electrical and audio-visual capabilities of the location?



Select a date/time.

The day of the week and time of the event should be determined by what is most appropriate for the intended audience. For example:

- An older audience is available most afternoons and early evenings.
- A weekday seminar could be arranged for working professionals.
- Family events are best suited for weekend afternoons.
- Programs for school students may be best scheduled during the school day.

Before finalising a date, don't forget to investigate the schedules of other activities and events that may attract the very same audience as your proposed event.

Select a format.

Would your topic be better presented by a single presenter or a panel discussion? Do you want to have audience participation or a panel discussion? Will your audience respond well to interactive activities such as questionnaires and quizzes?

Select a speaker(s).

Write up your plans for the target audience, topic, location, date/time and format for review with prospective speakers. This will help both you and the invited speaker to determine their appropriateness and availability.

Select a speaker that has good "people" skills and can interact well with your target audience.

If you anticipate having members of the press present to cover the program, be sure that your speaker is willing and available to speak with reporters immediately before and/or after the program. Ask for biographical information which can be made available in advance to interested members of the press.

Work with your speaker(s).

Help them to develop the content of their presentation, and prepare them to speak on the audience's level. The more precise you are about the interests of your audience and the message you wish to convey, the more effective your speaker(s) can be.

Develop a media plan.

If you would like press coverage of your program, develop a plan in advance which identifies your target media outlets and establishes a schedule of how and when you will communicate to those outlets. Fact sheets are often a useful tool for the media, and you can find a number of these resources on our website.

Develop your audience.

Consider any or all of the following ways to reach your target audience:

- Direct mail, e.g. flyers and letters of invitation
- Calendar listings in your local newspapers



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- Public Service Announcements for radio
- Advertising in local newspapers
- Distribution of flyers and leaflets in libraries, hospitals, community centres, places of worship for posting on their activity boards or pick-up at the desk.

Don't forget to provide us with details about your event so that they can be promoted through our website.

Determine your manpower needs.

Decide up front if you have the manpower/experience to run a successful event. Identify staff members or volunteers available to assist you with promotion and audience development, media, the day itself, and follow-up activities.

Budget.

Determine up front what your budget is for the event and plan accordingly. Consider partnering with another group to share costs.

Plan for the day of the event.

Things to think about in advance:

- Handouts.
- Audio visual needs.
- Seating and room set-up.
- Signage.
- Registration table.
- Ushers.
- Press participation.

Know where services are located at your event site:

- Nearest public transportation.
- Facilities for the disabled.
- Washrooms.
- Telephones.
- Emergency exits and First Aid resources.
- Lifts and stairs.

Allow time for follow-up.

In addition to completing the administrative details of the event, it is also important to "de-brief" properly.

- Talk with your audience and elicit their comments and suggestions.
- Thank your speakers and co-sponsors/hosts (if any). Send them any feedback you have received from the audience or members of the press.
- Prepare a brief summary of the event for your records - date, speakers, type of audience, audience development efforts, timeline, costs, press coverage, etc.



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- Assess the program's effectiveness in carrying your message to your target audience. It will help you plan for future activities.

Share your experiences (# attending, impact, media coverage, etc.) with us so that we can share them with other participants of World Rb Awareness Week.