

16 Days of Activism Against Gender-Based Violence: Event Planning Guide

Event Overview

Event name:

Organisation name:

Mode of event delivery: Face-to-face / Virtual

Event date/s:

Event time/s:

Event location/venue + address:

Anticipated number of attendees:

Registration link:

Event Scope

Target audience

Messaging

Refer to the messaging from Respect Victoria's Respect Women: Call It Out (Respect Is) campaign. Also refer to what you want your attendees to do and how you want them to feel.

Objectives

This should include awareness of the 16 Days campaign alongside other objectives you might have.

Budget

Please see an example of a budget table further down in the document.

Key Metrics

As you prepare and execute your event, it is important to understand and measure your key metrics for success. These key metrics might include:

- Number of attendees
- Funds raised
- Media mentions
- Social media performance

Share the impact of your event with us at 16Days@safeandequal.org.au or on social media tagging Safe and Equal and Respect Victoria.

Accessibility

Different people have many different kinds of accessibility requirements. These may also change from day to day depending on how that person is feeling, or the environment they are in. Some of the common support requests you might receive, include:

- Auslan interpreters and live captioners
- Accessible Word Documents
- Plain and Easy English
- Hearing loops
- Accessible physical spaces
- Accessible Zoom etiquette

To assess the accessibility of your event, consider using these checklists and audits in the planning of your event:

- DFFH: [Accessible events guidelines and checklist](#)
- Women with Disability Victoria: [Services and Participation: Events and Activities](#)

For Auslan interpreters and live captioners, check Expression Interpreting – Phone: 1800 937 446/ 03 9473 1117

For other accessibility guides, check [WritingGoodAccessibilityInformation.pdf \(ellenfromnowon.co.uk\)](#) and [Places to Start – Disability & Intersectionality Summit \(disabilityintersectionalitysummit.com\)](#)

Event Marketing

With limited marketing budget, try to stick with 3-5 communication channels so you don't spread your team and budget too thin. Channels that might be useful include:

- 16 Days Community Calendar – [add your event here](#)
- Email newsletters
- Partner outreach – *which community organisations and leaders can support you in promoting your event?*
- Local media – [access our media release template on the 16 Days landing page](#)
- Social media
- Posters and signage
- Attendee referrals

Event run sheet

An event run sheet includes everything that needs to be done by your team and event volunteers on the day. The event run sheet should run from the beginning to end of the event day/s, and helps to minimise stress and keep the team organised throughout the day.

Here is an example of a run sheet table:

Time	Who	Location	Overview	Speaking notes	AV requirements
8:00am	John, Jane	Front of building	Begin bump in	N/A	N/A
8:00am – 8:10am	Jane		Room and foyer check		Test

Budget

Copy and paste the table below into a spreadsheet and adapt the income and expense descriptions to align with your event.

Description	Code	Budget	Actual	Variance	Supplier	Notes
Registration fee			\$ -	\$ -		
Grant funds			\$ -	\$ -		
Sponsorship			\$ -	\$ -		
Other			\$ -	\$ -		
INCOME TOTAL		\$ -	\$ -	\$ -		
Description	Code	Budget	Actual	Variance	Supplier	Notes
Venue/Site Hire/Zoom Subscription			\$ -	\$ -		
Captioning/Interpreters						
Hire Equipment			\$ -	\$ -		
Signage			\$ -	\$ -		
Marketing			\$ -	\$ -		
Contractors/Suppliers			\$ -	\$ -		
Staffing			\$ -	\$ -		
Speakers/Entertainment			\$ -	\$ -		
Travel			\$ -	\$ -		
Insurance/Permits			\$ -	\$ -		
Catering			\$ -	\$ -		
Administration			\$ -	\$ -		
Other			\$ -	\$ -		
Other			\$ -	\$ -		
Other			\$ -	\$ -		
Other			\$ -	\$ -		

EXPENSES TOTAL		\$ -	\$ -	\$ -		
Contingency 10%		\$ -	\$ -	\$ -		