



Event Planning Guide

Theme

Event themes set the tone and environment for an event. It is important that your theme creates the desired environment and places focus in the appropriate place. A theme can cause people to feel uncomfortable, unwelcome or discriminated against. A theme can also get people excited and energized for an event. Answering three simple questions is a great start to evaluating your theme.

- Is your theme focused on, or related to, an identity or culture?
 - If you are working to celebrate, uplift or bring awareness for a specific culture or identity, this could be appropriate.
 - If your event is not focused on celebrating, uplifting or bringing awareness for a specific culture or identity, it is not appropriate to have a theme related to a certain identity or culture.
- Is your theme focused on, or related to, a stereotype?
 - Stereotypes are oversimplified depictions of groups and can be harmful, even if we think the stereotype is a polite or positive one.
 - At a minimum, a stereotype prevents others from seeing that group as a multifaceted group.
- Is your theme related or reflective of your events intended purpose?
 - Every time you gather people, you should have a clear purpose and intent for the time.
 - Your theme should reinforce this purpose and intent.

Logistics

Getting people to your event and building an event with the experience you intend is important. The accessibility of your event is important to consider as you plan. Asking yourself these three questions is a start to making sure participants can experience your event like you hope.

- Is your event space accessible for persons with mobility issues?
 - What do entrances, exits, seats and movement throughout the event space look like for people with wheelchairs, crutches, etc.
- Is your event location easy to get to for your intended participants? Is there a need for travel that imposes a barrier for intended participants?
 - Considering how participants will get to your event is important.
 - Keep in mind not all participants may have access to a car, a ride or might not be able to pay for parking at some venues.
- Do you have appropriate AV/technology set up to make your event accessible to those with vision and hearing loss?



- Talk with the venue to ensure the correct AV is set up, so all participants experience your event as intended.

Marketing

Marketing is key to any event, and it is the first impression people will have of your event. Sending the right message from the beginning is important. Setting the right standard in your marketing lets participants know the event is a space meant for them and what the purpose of the event is. Ask yourself some of the following questions as you build your marketing.

- Do the images and phrases used in your marketing align with the purpose and intent of your event?
Do you know the origin of images and phrases?
 - Looking at origins of images and phrases can prevent using something that is harmful, discriminatory or that has a history of exclusion.
- Does your messaging showcase accommodations or plans for groups that may need them?
 - Small notes to indicate set up for the event can assure people their needs are being considered and met.
 - Take time to evaluate what information needs to be on a graphic, in a public announcement, in an email, text message, etc. so others can feel confident attending your event.

