

Living Wage Week Event Plan/Guide

Pre-Planning - things to think about		
LWW Event Aims	<ul style="list-style-type: none"> • Bring people together • Celebrate the network • Share information about hours & pensions • Encourage orgs to take the next step on their journey 	
Set Objectives	<ul style="list-style-type: none"> • Make sure they're SMART • Only need 2-3 • Link to aims above • Could be related to: <ul style="list-style-type: none"> ◦ Attendance ◦ Enquiries off the back of the event ◦ Level of awareness before/after event • Also need to have objectives around accessibility and anti-racism 	
Anti-Racism objectives	<p>Who has the positions of power and influence at your event? Who are you asking to speak? Are they representative of society?</p> <p>Avoid Tokenism – approach people to participate based on their expertise not their characteristics.</p> <p>Talk about our research – low pay and insecure work disproportionately impacts racialised communities. More info on our commitment and statistics about low pay and racism here.</p>	
Accessibility and inclusivity objectives	<p>ACCESSIBILITY MUST BE FRONT AND CENTRE NOT AN AFTERTHOUGHT Use this Scope Guidance and this Celebrating Disability guidance.</p> <p>Venue – must be fully accessible – lifts, toilets, hearing loops</p> <p>Provide detailed accessibility information – make it easy for people to make the decision to attend and let them know their needs will be fully met without them having to ask for every little thing.</p> <p>Make sure there's a question in your registration form. We use an open text question with the wording 'Do you have any accessibility requirements? Tell us about them here.'</p>	

	Also include a question about dietary requirements. If you are inviting people from different faith backgrounds make sure you cater to their needs Halal/Kosher etc	
Online vs In Person?	We recommend in-person unless: <ul style="list-style-type: none"> • Budget restrictions • Wide geographical spread of a low number of LW employers in your region 	
What time?	Online – 4pm In-person – breakfast (other times are fine we’ve just found these work well for attendance)	
What to include?	The Foundation Formula: <ul style="list-style-type: none"> • Networking with drinks/refreshments • Entertainment • Welcome from Foundation • Employer Presentations & Q&A or Panel Discussion • If you’re trying to solve a problem of strategise could extend event and replace panel with a round table • Closing remarks 	

Planning – things to think about		
Venue	<p>If you have your own space use it!</p> <p>If you need to use someone else’s make sure it’s LW accredited – your regional lead can help with this.</p> <p>Other things to consider about the venue:</p> <p>Budget</p> <p>Size – make sure it fits not too big or small</p> <p>Accessibility</p> <p>Catering – do they offer catering? If not are there facilities for an external caterer – kitchen/fridge/water</p> <p>Tables, chairs, furniture</p> <p>A/V equipment – screen, speakers</p> <p>Registration/cloakroom</p> <p>Breakout rooms?</p>	
Set up event/registration page	<p>If you’re online then set up the event page and registration in zoom</p> <p>If you’re in-person you can use Eventbrite for free for an event with under 25 attendees. It’s £7.99 for events</p>	

	<p>with more than 25 or you could use Luma.</p> <p>Standard Data to capture: Name Organisation Job Role Work address (optional) Industry Region Accredited/Non-accredited Accessibility Requirements Dietary Requirements</p> <p>Event Page copy template is on the Living Wage Week events web page</p>	
Invitations	<p>Who you invite depends on your objectives you can work with your regional lead to develop the invite list</p> <p>Plan to send two follow ups.</p> <p>Invite copy template is on the Living Wage Week events web page</p>	
Speakers	<p>Send an email to see if they're available and interested</p> <p>Book in a quick call to discuss what you're looking for and what perspectives/expertise they could share</p> <p>Week before event – send detailed briefing or if your event is online have a quick rehearsal. The speaker briefing template can be found on the Living Wage Week events webpage</p>	
Entertainment	<p>Do you want some live music or poetry? You could kick the event off with it or end on a high</p>	
Merch	<p>Do you want bunting/pens/tote bags/badges? Order them via the shop Custom merch – 9th October deadline Standard merch – 30th October deadline</p>	
Inviting the Press	<p>The press don't usually come along to events but if there is a specific angle there might be interest. Get in touch with the comms team who will try and help. communications@livingwage.org.uk</p>	
Write your Risk Assessment	<p>This needs to meet your organisation's H&S requirements</p>	
Allocate Roles on the day	<p>As the event organiser you want to be able to step back on the day to oversee things.</p> <p>Make sure you have people to help with jobs like:</p> <p>Registration</p>	

	<p>Speaker liaison Stage/manager Tech liaison/manager Catering liaison Online: Chat monitor Spotlighter Screen sharer</p> <p>Have a briefing session the day before the event to make sure everyone fully understands their roles</p>	
Plan your follow up & evaluation	<p>Work with your Living Wage Foundation regional lead to plan follow up.</p> <p>At the very least this should be an email reminding event attendees of the call to action with a short feedback survey.</p> <p>Standard Feedback survey questions:</p> <p>Rating out of 5 What went well? What could have been better? What was your highlight?</p> <p>We usually do an evaluation immediately after the event and then a more detailed one a bit later to see if we met objectives/what could be improved next time.</p> <p>Write an event report. You can find a template on the Living Wage Week events web page</p>	