Community Energy Fortnight

A guide to organising your Community Energy Fortnight Event

22nd June – 7th July 2019

In association with coop energy

Part of The Midcounties Co-operative

#PeoplePoweredFutures
Hello............................................. 1
Event inspiration.................................... 2
Running your event ................................. 3
Register your event ................................ 4
Media coverage....................................... 5
Promoting your event .............................. 6
Event checklist ..................................... 7
More information ................................... 8
Hello

We are thrilled that you are interested in running an event for the fortnight this year. This guide is designed to give you advice for running your event.

The Community Energy Fortnight is a platform to celebrate the community energy sector and to showcase inspiring examples of communities who are actively reducing carbon emissions with renewable energy and efficiency technologies whilst helping people in their communities at the same time.

This years theme is: #PeoplePoweredFutures exploring how community energy empowers future generations to fight climate breakdown. Community energy groups across the country have been successfully working with schools to install solar PV or to educate the next generation on climate change and some of the solutions.

This guide will help you to make your event as successful as possible by providing starting points for running your event, promoting your event, using social media and getting local media involved and giving you links to further information.

See the new home for CEF19 on the Community Energy Hub.

If you have any questions we'd be happy to hear from you. Email us at communityenergyfortnight@gmail.com
Event Inspiration

Open day or Tour
Do you have a project which people would be interesting in seeing? Community Energy Fortnight is the perfect opportunity to visibly demonstrate what you do, and the benefits it brings to the community.

Social meet up
A social meet up can bring people together and create ties to the community. Chat about ideas, developments in the sector, or let off some steam and have a moan!
Host a workshop, community energy drinks or an energy advice drop in!

Webinar or podcast
Webinars are a great way of communicating in real time, to a wide audience across the internet. There is no need for people to travel, so there is the potential to host people from the comfort of their own home or workplace. A podcast is a similar concept, but can be recorded and downloaded, allowing people to listen in their own time.

For more event inspiration and for what you will need visit this document.
Running Your Event

Useful Tools

Eventbrite is a free way to create an online event page that can be promoted and published across different forms of social media.

Mailchimp is another free tool where you can design eye-catching emails to invite your subscribers.

Register your event at the CE Hub or email communityenergyfortnight@gmail.com

Preperation Tips

Set the date and work backwards from there to plan the details. Plan the day as far before as possible as things usually take longer than expected.

Imagine yourself as a guest attending to check you will have everything required. Consider the accessibility of the venue and the facilities available. If there are access restrictions, maybe change your venue, but if you can’t do that be sure to include it in the event description.

Ensure you allocate plenty of time to promote your event and consider contacting the local press and inviting your local MP. With promoting your event think about your intended audience and how to get their attention!

Photos

Photos are a great platform for getting publicity and are a great visual diary. Press are more likely to print a story if there is a picture.

Remember get consent from attendees and children under the age of 16 must have a photography consent form completed by their parent or legal guardian. For consent forms use this document.

FOR MORE INFORMATION SEE THIS GUIDE
Register your event at **hub.communityenergyengland.org**. There are two ways to do this.

**Create a profile**

**STEP 1 - CREATE A PROFILE**
Register a profile at the *Community Energy Hub*. All you will need is your name and email address.

**STEP 2 - CREATE AN EVENT**
Under the events tab you should see a green 'create a new event' button. Click on that and follow the steps! Don't worry if you don't have all the details, you can log back in at any time and update the event.

**STEP 3 - TAG YOUR EVENT**
While creating your event, make sure, under the 'tags' section type in 'CEF19'. This will allow your event to show up on the Fortnight map.

**Email us**
Or you can email communityenergyfortnight@gmail.com with all the details of the event, including a good quality image and we will add it to the hub for you.
Media Coverage

Getting your event covered in the local press is an invaluable way to raise awareness to get new people to come along and it can be relatively easy. You can contact local newspapers, radio stations and local TV. To help you, we have created a press release template (link included at the bottom of this page).

What next? Once you have got your press release ready, you need to send it to the paper and radio stations.

Before the event

Call up your local paper, and radio station and tell them you want to send them a press release. After emailing them a press release follow up with a call to confirm and see if they want to come to the event and take pictures on the day, or will advertise the event for free in the paper.

If it is a weekly paper then you should contact the events team at least two weeks before the publication date. If it is a daily, you can leave it a little later.

At the event

Get a team member to be responsible for taking photos, make sure you have got permission first though! Remember children under 16 will need to have a form signed by their legal guardian or parent.

After the event

Personalise the press release and include quotes from people who attended, add any photos and send it to the local media!

FOR THE PRESS RELEASE TEMPLATE SEE THIS GUIDE
Promoting your event

The Community Energy Coalition has a range of promotional materials, available to download. Links are at the end of this guide. You will also be able to share blog posts about the Fortnight on your relevant social media in the lead up to your event!

In your local area

Posters and flyers – You can leave these in cafes etc and stick them up anywhere

Word of mouth – speak to your circles and ask them to speak to their circles

Local media/publications – newsletters, politicians’ newsletters, ask your local press if they will place an advert for free

Eventbrite – If you’ve used Eventbrite you can add local tags to the page, which means it shows in up searches related to your area

Online

Register your event on the coalition web page

If you have Twitter make sure to follow @CEFortnight and @Comm1Nrg. Include the #PeoplePoweredFutures and #CEF19 hashtags and pictures.

If you have Facebook you could share news about your event on there and set up an event page on it. This event page can also link to an Eventbrite event

If you have a newsletter email out one to your subscribers

If you have a website be sure to add information about the event on there

For more information see this guide
For example tweets see this guide
## Event Checklist

### Planning your event
- Date set, venue booked, and type of event decided
- Register event at hub.communityenergyengland.org
- Create Facebook and Eventbrite event page and share online
- Decide the event’s running order, booked speakers etc
- Invite your MP
- Publicise event via social media, posters and flyers
- Invite local media
- Delegate roles between volunteers for the day
- Email out the event and sent reminders
- Add accessibility requirements onto event pages

### During your event
- Arrive early to venue and set up, consider refreshments and signs etc
- Post about event on social media
- Take photos

### After your event
- Let your local press know what happened - send photos!
- Let us know how the event went at?
- Follow up with your MP or if they weren’t able to attend write them a letter about the event
Read through these detailed guides if you want more information building off of the steps outlined in this document.

Event Inspiration
Promoting your event
Guide to social media
Letter to event organisers
Guide to media coverage
Guide to running your event
Guide to evaluating your event