Event Lead at institution

General

- Read, understand and action relevant festival requirements, including those in the Event Leader pack.

Developing and supporting the promotion of an audience-appropriate event

- Develop a clear event proposal that identifies a specific, in-scope target audience and identifies how best to attract that audience to attend and tailor the event to be appropriate for them.
- Attend the festival public engagement training session(s) provided to festival event leads.
- Build on your proposal in subsequent event planning to further consider audience needs and attraction, including:
  o engaging with internal support (put in place by festival leads) from colleagues providing expertise on communications/promotion, public engagement, events, and removing barriers to inclusion
  o drawing on learnings from public engagement training as appropriate
  o ensuring that your event format, venue/platform and timing are chosen with your target audience in mind
  o ensuring that your use of language/terminology and any supporting materials will be easily comprehensible to your target audience
  o seeking out appropriate partnerships where appropriate (eg with local charities, community groups etc) who may be able to support you in reaching and tailoring for your intended target audience.
- Support your institution in promoting your event (eg providing clear details in a timely manner, promoting it via any relevant networks of your own).
- Ensure that full, accurate, user-appropriate details are provided for the festival website event listing to the deadline given. Work with colleagues as appropriate to ensure that copy is written in a manner that is appropriate for and appealing to your target audience and addresses them directly in the second person ('you' not 'they').
- Ensure that the promotion of your event seeks to remove barriers to inclusion (eg providing contact details for potential attendees who need to get in touch with a question or request, accessibility considerations).

Event delivery and evaluation

- Ensure that a risk assessment is carried out for your event.
- Ensure that your plans for the day seek to remove barriers to inclusion (eg consideration of additional needs, trigger warnings, accessibility of your materials).
- Attend/watch briefing on 'on the day' requirements.
- Ensure that you have support in place for your event (eg colleagues/student helpers), that they are fully briefed and that their needs and safety are considered.
- Deliver your event, ensuring that 'on the day' requirements are actioned (eg use of branding, mentions of the festival and ESRC, and encouraging participation in evaluation).

- Support your festival lead with any follow-up activities relating to evaluation (eg encouraging collaborators to complete evaluation survey, completing your event leader evaluation survey).