

Institute for Critical Animal Studies 20 Step Process for Organizing a Public Education Forum

1. Pick an event **theme** with a title and a description.
2. Establish an event **committee** of 2 to 3 people and sponsors.
3. Establish a length of time such as 1 hour, 3 hour, day long, weekend long, week long and format of the event such as, workshop, roundtable, teach-in, Skype, film screening, lecture, debate, open mic, or conference.
4. **Invite and confirm speakers** on the topic from the community, universities, schools, and other institutions/organizations.
5. **Receive** biographies, professional titles, and full name of the speakers.
6. Lock in a **location and time** that is accessible and in a location that the public can easily find. Think about the bus schedule and parking situation.
7. **Develop a flyer** and send it out to the event committee, speakers, and sponsors for approval.
8. **Promote and advertise** through e-mail, media (such as radio and newspapers), Facebook, Twitter, blogs, phone-calls, speaking in classrooms and organizations, and texting.
9. The day and week of the event, **re-promote**.
10. The day and week of the event, **re-confirm** speakers.
11. A hour before the event, make sure all the event committee members are at the event location **on time**.
12. A hour before the event, **organize** chairs, food, video camera, banners, and a ICAS information table.
13. A hour before the event, the co-facilitators should **practice** explaining the purpose of the event, ICAS's mission, and presenters' bios.
14. A hour before the event, the co-facilitators should decide how the discussion will be **facilitated** after the presenters are finished. If possible, call on people with marginalized identities, try not to call on the same person more than once, and do not allow anyone to speak for an excessively long period of time.
15. Make sure the event starts and end on **time**.
16. Make sure to **thank** everyone for presenting, organizing, attending, etc.
17. Make sure to tell everyone about the **next event** or to tell them where to find out about future events.
18. Make sure to tell people how to **get involved** with ICAS.
19. Make sure to **send out**, via social media and e-mails, thank yous to those who attended.
20. Make sure to quickly **post** pictures and videos of the event on social media.