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:
 - 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
 - ensuring that your use of language/terminology and any supporting materials will be easily comprehensible to your target audience
 - 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).

encouraging evaluation su	collaborators to cor rvey).	nplete evaluation	n survey, comple	ting your event l	eade