

# HOW TO PLAN AN ACTIVIST EVENT

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A Family Business, written and performed by Chris Thorpe, reveals the urgent threat of nuclear weapons. The show makes the danger of nuclear weapons feel close, local, affecting everyone everyday, regardless of our differences in age, ethnicity, or expertise. More importantly, it depicts that decision-makers, such as diplomats and politicians, are regular people like us. They have normal conversations and thoughts like everyone else, so anyone of us can make a stand for what we believe in. A Family Business isn't just a show; it's a wakeup call, reminding us that we can all be part of the movement to make this world a just, safer, and peaceful place to live. But how can we do this?

In this guide, we aim to demystify activism and demonstrate how you can approach making a difference in your local community.

## UNVEILING THE POWER OF ACTION

### 1. WHAT is Activism?

Activism is all about taking action to fix things that matter, like the environment, people's rights, or whatever you're passionate about. It involves speaking out, organising, and participating in activities aimed at making a positive impact on the world.

### 2. WHY Activism Matters:

Activism is about taking charge and having a say in what happens around us. It fosters a sense of responsibility in us, as the future generation and leaders, to make a commitment to create a better world for all.

### 3. WHO Can Be an Activist?

Anyone! Regardless of age, gender, background, expertise or experience. It's about passion and dedication to a cause, and every individual has the power to make a difference.

### 4. WHERE to Focus Your Activism:

What bugs you or gets you super excited? Maybe it's the environment, social justice, education, healthcare, ongoing conflicts or something else. Choose a cause that resonates with your values and concerns and go for it!

### 5. WHEN to Start Activism:

There's no "right" time. Seriously! You can begin at any point when you feel ready. So why wait?

### 6. HOW to Get Involved:

Firstly, make yourself aware about the issue at hand!

**Feeling confident with your topic? It's time to raise awareness - why not organise an event with these simple steps on the next page.**

# TAKE ACTION IN TEN STEPS

To help you plan your event we've highlighted some key questions to consider. Use these questions to work out what you do and don't know about your event, and what you might need to find out to make your event a reality.

	QUESTIONS	YOUR NOTES
<b>STEP 1</b> <b>WHY</b> are you putting on an event?	<ul style="list-style-type: none"><li>• What is your reason for putting on this event? What do you hope to achieve? What's your end goal?</li><li>• What do you want attendees to have gained from coming? How do you want them to feel?</li></ul>	
<b>STEP 2</b> <b>WHO</b> is your audience?	<ul style="list-style-type: none"><li>• Who do you want to make this event for? What's their age/gender(s)/life stage?</li><li>• What communities are your target audience a part of?</li></ul>	
<b>STEP 3</b> <b>WHAT</b> type of event are you going to put on?	<ul style="list-style-type: none"><li>• Is there a type of event that will best achieve your goal? E.g. a panel or conference with local activists, a play about particular issues, film screenings, a gallery or exhibition with work from artists from your chosen community, a spoken word or poetry showcase.</li><li>• How many people can come to it?</li></ul>	
<b>STEP 4</b> <b>WHEN</b> will your event take place?	<ul style="list-style-type: none"><li>• Is there a particular national or local event that it might sit within, e.g. National Women's Day?</li><li>• How long will it be?</li></ul>	

	<b>QUESTIONS</b>	<b>YOUR NOTES</b>
<p><b>STEP 5</b> <b>WHERE</b> will your event take place?</p>	<ul style="list-style-type: none"> <li>• What venue/space might you already have access to?</li> <li>• Does the event need equipment that mean it needs to be in a certain space?</li> <li>• Is there a venue that your intended audience use? E.g. School auditoriums, local theatres, youth clubs, church halls, lecture theatre at your University, online, local Library, gallery, outside or in public</li> </ul>	
<p><b>STEP 6</b> <b>HOW</b> can you make this happen?</p>	<p><b>Resources</b></p> <ul style="list-style-type: none"> <li>• Who do you need involved? Do you need guest participants or services? Catering or tech support?</li> <li>• What equipment do you need? Do you need a camera? Costumes? Art supplies?</li> <li>• Do you need rehearsals or to practice any tech? If yes, then when and where will you rehearse/tech? How long will this need to be?</li> <li>• Are you outsourcing any of the project to other people?</li> </ul> <p><b>Money</b></p> <ul style="list-style-type: none"> <li>• How much will it cost? Do you need to create a budget?</li> <li>• Are there costs to hire the venue? Will you need to pay for any of the resources you've listed above, e.g. catering?</li> <li>• Do you need to fundraise - should you crowd fund from your local communities? Does your school/ University have funding pots? What about fun activities to raise funding i.e., bake sales, lemonade stands?</li> </ul> <p><b>Time</b></p> <ul style="list-style-type: none"> <li>• How long will you need to put this in place?</li> <li>• If you have a particular date in mind for your event, do you need to review your plan to meet your deadline?</li> </ul>	

	<b>QUESTIONS</b>	<b>YOUR NOTES</b>
<p><b>STEP 7</b> <b>HOW</b> will you reach your audiences?</p>	<ul style="list-style-type: none"> <li>• What type of marketing materials might you need to advertise your event? E.g. posters, flyers, a trailer, digital assets?</li> <li>• How can you spread the word? Physically using posters or flyers? Online through social media?</li> <li>• What communities do you need to reach? Can you ask clubs/societies/charities to advertise your event?</li> </ul>	
<p><b>STEP 8</b> <b>WHAT</b> else do you need to consider for on the day of the event?</p>	<ul style="list-style-type: none"> <li>• Do you need permission to be in the area if it is outside? Are there legal requirements to take up the space, if outside of a traditional venue?</li> <li>• Are there any risks you need to factor in? E.g. Will you need university/school security to be present at the venue?</li> <li>• Do you need external participants or services for the event; do you need a host, catering staff, bar staff, box office/welcome desk?</li> <li>• How will you document the event? Do you need a videographer or photographer for the event?</li> </ul>	
<p><b>STEP 9</b> <b>WHAT</b> happens after the event?</p>	<ul style="list-style-type: none"> <li>• Do you need to gather feedback from the event? Can you send out a survey or other follow up resources?</li> <li>• Are there costs after the event? Have you made sure to pay everyone that needed to be paid?</li> <li>• Will you publicise the event after holding it? To show your success, impact, results, attendance? Does it have a legacy?</li> </ul>	
<p><b>STEP 10</b> Make it happen!</p>	<p>We hope these steps have helped you to plan out your event. Now you have a plan, action it! Turn your thoughts into a task list and think about who you might need to support you to get it off the ground.</p> <p>Let us know what you produce by tagging us on Instagram @china_plate_theatre or X (formerly Twitter) @YourOldChina.</p>	

## CONTACT US

Got a question about organising your event? Contact us on:

[info@chinaplatetheatre.com](mailto:info@chinaplatetheatre.com)

A Family Business is touring the UK and internationally from 16th January to 2nd March 2024. Visit our website to book:

[bit.ly/AFB24Tour](https://bit.ly/AFB24Tour)

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