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Energy Advice in Communities



Putting on a Successful Event

Marketing

So, you want to put on an event?

- Just put up a poster and hope for the best?
- Wide spread of marketing types = different types of people will attend
- Word of mouth through other front line workers such as Community Development Workers or similar
- Use your local networks, Facebook
- To attract the over 60's advertise it as for the over 50's



Where? When? How?

The right environment is important – Where?

- Can you piggy back on another group/event?
 - Getting yourself invited to share information at an established group will usually work much better than a small/medium stand-alone event
- The venue –
 - Are there any “political” issues with using a particular community led space?
 - Footfall
 - Accessibility inc transport
 - Are there any noisy events or organisations booked at the same time
 - The bits and pieces – chairs, IT, heating, refreshments



Where? When? How?

The right environment is important – When?

- What day of the week and what time will affect who can attend
 - 10-2 Stay home parents can attend
 - Avoiding Fridays means that people attending Friday prayers can come
 - Evenings mean people working in theory will attend – but not unless very local to them or decent incentive e.g. food/freebies
- Check local school holiday dates
 - Combining your event with holiday support for low income families, activities for children
- Sunset?
 - Your venue might be right next to a park with plenty of footfall in Summer but shorter days?
- Lunch clubs –
 - straight after lunch = snoozing more likely!



Where? When? How?

The right environment is important – How?

- A marketplace event with lots of support organisations
 - Even free food and freebies doesn't guarantee folks attending
 - Get your marketing right
- Talk to a group
 - Is it a small group? Why not just sit and chat over a cuppa. Suggest they bring along any bills they have or ask for questions to be sent over in advance
 - Powerpoint? Try and make your presentations interactive – talk to the group and questions e.g does anyone have storage heaters? Have you heard of the Priority Service Register?
 - What about a little activity in pairs of groups – e.g. match the picture of the meter to the name
 - Use less words than I've done on this slide on your slides!
- Check the group/venue has everything you need
 - Don't assume they have power cables or a projector
 - Check parking/journey on Google maps



How – continued

Good communication with your chosen group

- Older people or people with hearing issues
 - Eye contact, keep hands away from mouth, check everyone can hear, hearing loop, chairs with arms
- Families
 - Bring something to occupy children but be prepared for lots of distractions and noise
- English as second language/refugees
 - Do you need an interpreter or translated leaflets?
 - Can you go along to an English class
 - Keep any slides simple, no jargon, more pictures
 - Remember not everyone cooks meat and 2 veg so adapt your energy saving tips
- Learning disability or literacy issues
 - Try simple quizzes or bingo with energy related answers and fun prizes



Marketplace events

How to make sure people talk to you

- Shut your laptop
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- Stand up so you are in their eyeline
- Pop a chair (preferably with arms) over their side of the table – no one does this!
- Say hello to people walking past and smile
- Stop checking your phone
- Make your table interesting - bowl of fruit, pens, notebooks
- Sign in sheet – don't show any fear!
- Use the spare time to network so other organisations know what you do and will send people over to your table.
- Shut your laptop

