

EVENT DESIGN GUIDE



Directions:

Use the prompts below to help you plan your impactful Ocean Week Canada event

DEFINING IMPACT

In the context of Ocean Week Canada (OWC), impact means creating a positive change in ocean-related knowledge, values, and/or actions through your event. Your event should aim to touch on three key dimensions:

- **HEAD** - There is someone who shares (or creates space to exchange) knowledge
- **HEART** - There is something that creates an emotional connection
- **HANDS** - There is a clear call to action

OWC is more than a series of events; it is a movement toward an ocean-literate society where everyone:

- Recognizes their **connection** with the ocean
- Understands their **responsibility** to the ocean
- Takes positive **action** for the ocean

This vision is mobilized through:

- **Diverse Knowledge Sharing:** Engaging audiences with credible messengers and targeted messaging
- **Experiences, Stories, and Celebrations:** Building emotional connections to the ocean through dynamic and memorable events
- **Capacity Building:** Providing skills, tools, and resources to enable meaningful action

HOW TO USE THIS GUIDE

Use the following prompts to help you design your event. The questions below are designed to guide your event strategy so that your event can foster a culture of understanding, valuing, and protecting the ocean. By focusing on your audience, crafting a clear call to action, and sharing the story of your event, you can empower participants to take meaningful steps that create lasting connections with the ocean.

- **Step 1: Define Your Purpose**
- **Step 2: Understand Your Audience**
- **Step 3: Design the Experience**
- **Step 4: Create a Clear Call to Action**
- **Step 5: Tell the Story**



Step 1: Define Your Purpose

Before planning your event, ask yourself...

What do you want people to learn?

- 1 What knowledge or insights do you want attendees to take away from your event?

What do you want people to care about?

- 2 What emotions or connections do you want to foster during or after the event?

What do you want people to do?

- 3 What specific, positive ocean actions do you want attendees to take?

Step 2: Understand Your Audience

To maximize your event's impact, identify your target audience...

Who do you want to attend your event?

- 1 Consider demographics, interests, and motivations.

What is your message to those people?

- 2 Craft a clear and compelling message that resonates with them.



What is the best way to communicate that message to those people?

- 3 Choose channels and formats that are accessible and engaging for your audience.

Who are your messengers?

- 4 Identify trusted voices who will deliver your message effectively.

Step 3: Design the Experience

Create an event experience that helps your audience connect with your message...

What experience would help people understand and feel connected to your message?

- 1 Think about interactive, sensory, or participatory elements.

Are there barriers that might make it difficult for people to participate?

- 2 Identify potential barriers (e.g., cost, location, accessibility) and plan ways to remove them.

Are there partners you could involve?

- 2 Collaborate with organizations/individuals that align with your objectives who can enhance the experience and/or help attendees follow through on their intentions after the event.



Step 4: Create a Clear Call to Action

Encourage attendees to take meaningful steps after the event...

What steps will attendees need to take to follow through with your call(s) to action?

- 1 Make the actions specific, achievable, and relevant to their lives.

What can you do to enable them?

- 2 Provide tools, resources, or connections to help attendees act.

How will you follow up with attendees?

- 3 Plan post-event communications to reinforce the message and sustain engagement and collect feedback to improve your event in the future

Step 5: Tell the Story

Sharing the story of your event amplifies its impact!

Who will document the event?

- 1 Assign someone to take photos and videos, count attendees, and collect feedback from participants.

How will you tell the story of your event after the fact?

- 2 Think about social media posts, newsletters, or articles to highlight the event's success.