

Make Money from Climate Change Roadshow Toolkit

Logistics

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1. Tips on running a MMfCC event

Having run thirteen of these events, a few things stick in my mind – things that help you avoid disaster, things that help you cope with unforeseen circumstances, and things that seem to have been in place for the most successful events.

This list is a summary of my gems of wisdom for a series of successful workshops.

- Marketing – hit your own advertising deadlines and spread the word diligently. Use printouts of your flyers in industrial estates and you will get a much higher turnout. Leafleting is time consuming and boring, so rope in some friends if you can and dedicate a Saturday morning to it. Talk to business owners when you see them during leafleting and explain what you are doing at the workshop – it works
- Lists - Use a checklist to help you organise on the night. Do not trust to memory. I have included mine in this package.
- Copies - Take a printed copy of your Master of Ceremony's script – there is a reasonable chance that your MC will forget to bring it
- Technology – always ask the venue or one of the core presenting team to bring a spare laptop and projector, and bring a memory stick with copies of the slides on in case you need to use them
- Back-up for you - Find someone on the core presenting team (corporate or expert panel) who is willing to back you up if you are ill – this means them bringing a copy of the slide deck, a projector and laptop, and knowing your intro script. You may never need them to cover for you (I didn't), but if you

put this in place you can rest easy that things will not implode if you get ill on the night

- Spare pre-prepared presentation - Identify another helper from the core presenting team to have a spare success story up their sleeve in case one of the presenters falls ill. We had one evening where this happened and Roger Wilson of Envirowise was able to whip out his backup presentation, and the slides were already on my laptop
- Build a standby list - Ask the presenters of the local success stories whether they would be willing to present at a future event, possibly at short notice. You will find a good proportion enjoy the experience and are willing to be on a standby list. This helps if you have someone back out at the last minute, or if you simply cannot find a local success story for one of the venues
- Respect the delegates – no matter what they say or ask as comments in the Q&A, respect the opinions of the delegates. Many people have an emotional reaction when they realise the reality of climate change and it can provoke anger or feelings of guilt – be gentle and get the rest of the delegates to share their feelings or views if you think it appropriate
- Keep to time – the role of the MC includes timing, but in the excitement of the evening, sometimes the MC can be wrapped up in discussions, be prepared to step in and keep things moving. The workshop has five presentations to cover as well as a Q&A session and all the timings must be to the minute.

2. Reminders

Send an email reminder to the core presenting team plus the local presenters one week prior to the event, and another the day before the event. This should include the exact location, including postcode and parking arrangements, the name and businesses of the local presenters, and the name of the MC. A sample “team email reminder” is included in this package.

3. Big-up notes and MC script

The MC is a crucial member of the team, though that person is different for each event. Apart from helping to advertise the event prior to the evening, their role is to bring energy into the room, give a rousing “big up” introduction for each speaker, and keep the whole evening to time.

Provide them with a detailed script including timings, ideally a week before the event, and suggest they add their own ideas to the introduction that make it personal for them or more relevant for their local town.

4. Managing feedback

Collect all the feedback forms and provide some top-level feedback to the presenting team as soon as you can. They will be wondering what people said about their section of the evening.

If you have team members such as Envirowise or Business Link who want electronic copies of feedback, you will need to do quite a lot of data entry after the event. There is no avoiding this, and you will find it very useful for improving the events as you go, and for using in the newsletters.

5. Following up

During the Q&A section, you may get a specific request or question that cannot be dealt with on the night. Should this happen, make a note of it and do follow it up. You can then inform the rest of the delegates in the newsletter if it is relevant to everyone. Following up on issues has created some positive changes in the Oxfordshire roadshow, so it is well worth doing, as well as being a simple courtesy to the delegate.

6. Reusable items and Templates

Template	Checklists	Samples
Delegate worksheet Newsletter	Organiser checklist	MC Script Team email reminder