

Make Money from Climate Change Roadshow Toolkit

Planning

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1. Building the schedule

However tempted you are to build the schedule - venues and dates - of the roadshow as you go along – resist this at all costs.

I cannot stress enough how important it is for your success that you decide on these up front and produce a single flyer which can be used for electronic and paper based advertising all the way through the year.

If you are looking to visit 12 or more towns on the roadshow, then building the schedule will take some time. You will need to juggle with your budget as you go, and identify savings and deals for every venue you seek to book.

Some business organisations are convinced that your delegate numbers will be very sensitive to the venue where you hold the workshop – a nice country park renowned for its catering being likely to attract a healthier turnout than a council hall. In our experience in Oxfordshire, the venue did not have a bearing on turnout. One of our best attended events was in Exeter Hall, Kidlington, which was a council hall, and one of the poorest attended was in the beautiful Henley River and Rowing Museum.

What made more of a difference to attracting delegates was the level of advertising and local press support plus local business organisations and MC enthusiasm. Try not to be put off towns with little in the way of business organisations or networking groups – these seemed keen to take part once we got some advertising on the local radio and press. Often such towns are overlooked, and so the businesses seem to make more of an effort to come along when someone bothers to visit with an event.

So once you have your list of venues and dates, and you have negotiated hire rates for room, audio visual aids and refreshments that fit your budget - you have enough information to produce some marketing materials.

The first should be the flyer. Co-branding with the organisations represented by the core-team and any others who have helped (particularly the councils) will enable you to make a flyer now that will last the whole roadshow. You can email it whenever you issue a press release and get extra print runs without needing more time to re-vamp the flyer with more logos. Later, when you have identified the local speakers, you can use their logos on the slide deck and newsletters as a form of thank you for their involvement, but it is not necessary to identify local speakers at this stage. A sample flyer is provided in this package.

2. Creating the marketing and communications plan

The biggest regret I have is that we did not manage to hit our target of 40 delegates per workshop for all workshops. Although we engaged 300 SMEs, I would have hoped for more, and my suggestion to improve your delegate attendance is to focus on marketing and communications from the start.

There is a sample marketing and communications plan included in this package, so I will not repeat it here, except to say that the timing needs to be right. You need to give your delegates enough – but not too much – time to decide to come along and put it in their diaries. Follow up initial adverts with a “last chance to book” a few days before the workshop. Use all of your team members to publicise, and encourage delegates from past events to tell their associates about it through issuing newsletters. Take a look at the supplied sample press release and customise it to reflect your own roadshow.

3. Defining the feedback requirements

Depending on the nature of your core team, you may want to make changes to the questions you ask your delegates on the feedback forms. In our case, we designed it jointly with Envirowise and ended up with quite a lot of data being collected. Be mindful that the more data you collect, the more delegates are likely to not complete or only partially complete the forms. I would have liked 100% of delegates to hand back their forms, but we got only around 33% handed back. Provide a prize and you will get a higher percentage returned – our rates were highest when we offered thermal mugs for each returned form. Our feedback form is included in the samples in this pack.

4. Building the workshop slide deck

Your slide deck will need to be customised for each event – there is no way of avoiding this if you are to use local success stories from the town you are visiting.

However, the “top and tail” slide deck can remain the same – the introduction section, the corporate supply chain sections should not need to be changed at every venue. They may, however, need to be changed once or twice through the roadshow’s lifetime, as ours did, to reflect new developments especially in legislation.

A template for the workshop slide deck is provided in the pack.

5. Reusable items and Templates

Templates	Samples
<ul style="list-style-type: none">• Workshop slide deck template	<ul style="list-style-type: none">• Advertising flyer• Marketing and communications plan• Press release• Feedback form