

Focus your event on a specific theme that would resonate with your stakeholders and target audience. Successful events often pair together a **WHY** and **HOW**.

## WHO TO INVITE

**CO-HOSTS:** Join forces with other key population activists and relevant partners to maximize your impact.

**SPEAKERS:** Engage speakers from a variety of backgrounds to create dynamic and well-informed discussions. Speakers and discussants could include: • Policymakers • NGO Leaders • Medical/Public Health Experts • Activists • Youth & Community Voices • Non-Traditional Champions

**AUDIENCE:** Ensure that you're not speaking to an echochamber by securing diverse audiences who may not have heard your arguments before. Encourage attendance from everyone from community members to government officials to help get the message out.

**MEDIA:** Invite reporters from local news outlets who you think may be interested in the 10-10-10 targets, encourage them to cover the event and amplify its message.

## TYPES OF EVENTS

**COMMUNITY GATHERINGS** Organize events focused on raising awareness on the 10-10-10 targets e.g. community health fairs; workshops, partner with relevant NGOs and organizations on educational and advocacy-focused activities.

**PANEL** Facilitate an open dialogue, panel or forum. Secure 3-4 diverse speakers for a moderated discussion on a particular facet of the 10-10-10 targets.

**VIDEO SCREENING** To spark a dynamic discussion on the 10-10-10 targets, consider screening a relevant film followed by a moderated discussion with viewers.

## PLANNING TIPS

**CONVENIENT LOCATION:** Pick a location that makes sense for your attendees, such as a community center, classroom in a local school or church.

**ENGAGING MATERIALS:** For a panel discussion, engage attendees with programs and speaker information. For a rally, bring banners and posters supporting the #Triple10Targets.

**SPREAD THE WORD:** Use social media, email, flyers and word of mouth to encourage people to attend! During the event, share photos and quotes with #Triple10Targets to connect the event to the global movement.