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EVENT PLANNING GUIDE

for
CIVIL SOCIETY ORGANISATIONS

Event Planning Guide for Civil Society Organisations

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INTRODUCTION

Organizing Events Together:¹ Step by step for a strong civil society

Events are one of the best ways to come together, share ideas and work towards a common goal. This guide is a practical guide to maximizing the power of civil society through events. Here you will find the information and tools you need to organize non-discriminatory, inclusive and participatory events. We have considered this document to be a resource that we share with the STGM team and our rights-based civil society organizations.

The information in this guide will accompany you at every stage of event planning. Our goal is to make your events more effective with checklists and guides you can use from planning to monitoring and evaluation. Since every event and every organization is different, we encourage you to review the suggestions and headings we have shared here for your own needs.

For us, organizing an event is not just about organization; it's also about bringing communities together to act for a common goal.

Every event is different, so each event will have its own unique details. This guide is designed to cover different types of events such as conferences, trainings, festivals, meetings. There is also a separate section for online events, because we know how important online events are today.

Finally, we would greatly appreciate it if you could share your experiences and suggestions with us. Every feedback from you will contribute to the improvement of this guide.

Below are some important topics we would like to share with you to better harness this transformative power of events:

- **Budget Management:** Managing effectiveness in accordance with the budget by using resources effectively.
- **Time Management:** Creating a full calendar of events and tracking them regularly.
- **Venue Selection and Permits:** Venue selection and necessary official permits.
- **Transportation and accommodation:** Ensuring the transportation and accommodation needs of participants for the event.
- **Selection of Speakers and Participants:** Determination of speakers and participants for the event.
- **Security and Infrastructure Arrangements:** Ensuring the security and organization of the event venue.
- **Publicity and Visibility:** Promotion strategies for the event to reach a wider audience.
- **Emergency and Risk Management:** Preparedness and emergency plans against possible risks..

You can send your comments to iletisim@stgm.org.tr.

¹ What we expect from you for inclusive, equitable and safe activities: <https://youtu.be/ALgyjn-4LPO>



I. GENERAL PRINCIPLES AND POLICIES

It is extremely important for civil society organizations to adhere to principles and values in every event, as this ensures the sustainability of their efforts and enhances the impact of their contributions to society. The principles and values adopted by the STGM are an integral part not only of civil society capacity building activities, but also of event planning. Any event organized in line with these principles in a participatory, inclusive and non-discriminatory manner contributes to strengthening organizations and promoting social justice.

Events are activities where values are materialized and organizations showcase their social stance. Therefore, they should not be considered merely as organizational processes. For this reason, we operate in line with principles such as participation, transparency, equality, prevention of discrimination, and accountability, and in doing so, we take every event we organize one step further.

What Do We Gain When Principles and Values Are Taken as a Basis?

Every civil society organization clearly expresses its message and attitude towards society through the events it organizes. Therefore, it is of great importance to use these basic principles as a guide for event planning in order to both strengthen your organization and empower communities.

Events are the strongest instrument with which civil society raises its voice and makes its values visible. When you act on these values, every event becomes more effective, inclusive, sustainable and inspiring.

Why Should Principles and Values Be Taken as a Basis?

The principles and values listed below are given as examples. You can add new ones based on the principles and values of your organization.

Participation: Creating an environment where everyone can contribute, share their views, and co-create not only increases the success of the event but also allows participants to feel like they are part of the process. Prioritizing participation in the planning, implementation, and evaluation processes builds trust within the community.

Value Creation: Events should go beyond information sharing and provide a space where participants share their experiences, develop collaborations, and nurture mutual learning processes. Such a structure enables civil society organizations to learn from each other and achieve stronger outcomes together.

Transparency and Accountability: Being open and transparent in event processes is one of the most effective ways to gain participants' trust. Acting in line with the principle of transparency in areas such as decision-making processes, financial management, and reporting ensures that the outcomes of the event are reliable.

Environmental Sustainability: Organizing events in an environmentally friendly way and according to the principles of sustainability is not only an expression of responsible action with a view to the present, but also to the future. This ensures the efficient use of resources and raises environmental awareness.

Prevention of Discrimination and Equality: Adopting an approach based on the principle of equality at all stages of the event increases inclusivity. Creating an accessible, reliable, and discrimination-free environment for all participants, especially individuals with disabilities, contributes to the strengthening of social justice and equality.

1. Information on the Basic Principles to be Observed in Purchasing Processes

We believe that adherence to our organization's principles and values in procurement processes is critical to ensure inclusive and transparent process management in the event organization. These processes should be conducted in accordance with the organization's own procurement procedures and policies.

The fundamental principles listed below are the principles that STGM pays attention to; however, you should also carry out these processes by considering your organization's procurement principles.

Basic Principles to be Observed in Purchasing Processes:

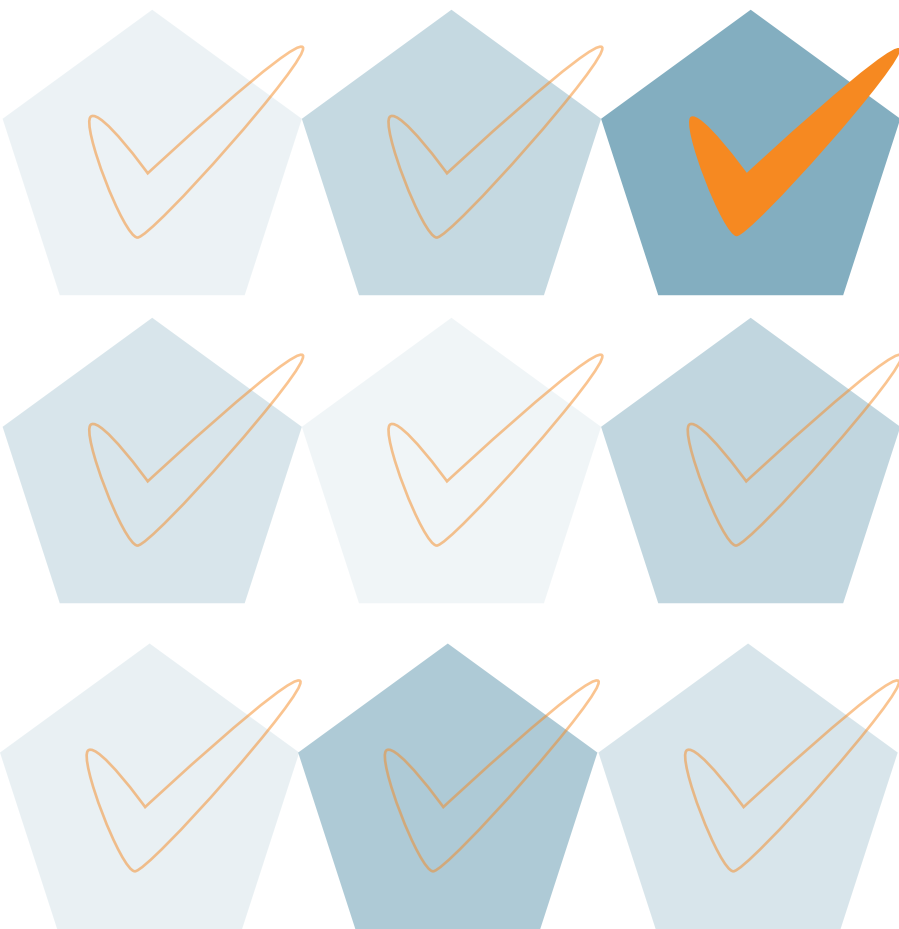
Non-discrimination: Products, services, suppliers, or service providers must not be discriminated against on the basis of origin, gender, age, or religion. Differentiations may be made based on technical specifications or quality and safety features, but an objective assessment is both necessary and essential in these cases.

Fair competition: All parties must be given the same information and opportunities so that they can submit bids that they can win.

Clear specifications: Bidders cannot compete effectively if they do not know exactly what the buyer's requirements are. Therefore, when defining requirements (e.g. "technical specifications" for goods and "job descriptions" for services), reference should be made to recognized technical characteristics and, if necessary, to quality and safety standards and appropriate levels of certification.

Use of objective rules: The criteria used to exclude unsuitable candidates, evaluate bidders during the selection process, and determine the most economically advantageous bid for the purchasing organization must be both impartial and responsive to requirements.

Adequate Record-Keeping: Procurement-related documents (bids, evaluations, reports, contracts, etc.) should be filed and recorded at the organization's headquarters (contract file).



2. Policy Recommendations Based on Basic Principles

1. Prevention of and Support Against Sexual Exploitation, Sexual Abuse and Sexual Harassment

Taking action against sexual exploitation, sexual abuse and sexual harassment should be recognized as a fundamental responsibility for all institutions. In support of gender equality, the STGM is committed to implementing a "zero tolerance" policy with respect to violence and violations of sexual integrity. Enforcing a zero tolerance policy is not only a necessity, but also critical to ensuring the safety of employees and all individuals involved in professional relationships.

Such policies should apply not only to internal employees, but also to third parties and suppliers with whom the organization works. All parties involved are expected to adopt these guidelines and act in accordance with these principles. In this context, the zero-tolerance approach to ensuring gender equality and preventing violations of sexual integrity is a cornerstone of the collaborative work culture.

In developing its internal policies, any institution can draw inspiration from such exemplary approaches to create comprehensive guidelines and encourage all stakeholders to comply with them. By ensuring that this topic receives the necessary attention at each event and by taking preventive measures, these policy documents are not only a guide, but also a crucial tool to prevent unfavorable situations before they occur.





2. Environmental Mainstreaming Policy²

You should consider environmental sustainability in your planned events. By taking an environmentally friendly approach to your events and implementing the measures your organization chooses, you will organize more sustainable and inclusive events. You can consider the following measures when planning your events.

At this point, it is particularly important to note **three points**. **Firstly**, you should avoid cost-intensive and environmentally harmful equipment such as large stages, LED screens and disposable advertising materials as much as possible at large events. Instead, you can try to develop alternative and creative solutions. **Secondly**, you can try to implement the principles of social procurement in all purchasing processes. In this context, you can try to involve CSOs, social cooperatives, social enterprises or female entrepreneurs as much as possible in your supply chains. **Finally**, you should also bear in mind that the steps you take towards environmental sustainability can often increase event costs and take up time. Therefore, you should also consider these factors when planning your time and budget.

The effective implementation of these measures will help to reduce the environmental impact and ensure sustainable event management. By applying this approach, civil society organizations can strengthen their own activities and increase their potential to achieve social impact..

General Implementation Measures:

Sensitivity to the environment: In any case, give preference to companies that adhere to green meeting criteria³ that take into account the impact on the environment. Make sure that these criteria are included in the tender documents.

Central location: Holding activities in a central location facilitates transportation for participants.

Electronic sharing of documents: Sharing event documents electronically whenever possible helps reduce paper consumption and supports an environmentally friendly approach.

Material consumption: Make sure to minimize the materials used during the event and give preference to recyclable products.

Name badges: Where possible, avoid the production of disposable materials for name badges and encourage the collection and reuse of badges at the end of the event.

Power consumption: Take the necessary measures to minimize power consumption at the venue.

Energy-efficient transportation: Take the necessary measures to ensure that participants can reach the venue with minimal energy consumption.

Food selection: Give preference to organic and locally produced food. (Whenever possible, you can make appropriate purchases from suppliers such as women's cooperatives, community-supported agriculture producers, etc.)

Packaging consumption: Use sustainable packaging options such as glass instead of plastic.

² How can an event be organized that takes all living beings into account and is in harmony with nature? <https://youtu.be/ZmGFXUPs3J4>

³ Green meeting criteria are a set of practices aimed at organizing meetings in an environmentally friendly and sustainable way. These criteria can generally be summarized under the following headings:

Energy efficiency: it is important to use energy-efficient lighting and electronic equipment in meeting rooms and to make the best use of natural lighting.

Water conservation: Water-saving fixtures should be used to reduce water consumption, and conscious use of water should be encouraged.

Waste management: It is important to minimize waste generated during the meeting and create opportunities for recycling and composting.

Sustainable use of materials: Furniture and other equipment should be made from recyclable or sustainable materials.

Environmentally friendly transportation: Participants should be encouraged to use environmentally friendly means of transportation such as public transport, bicycles or walking.

Local and organic refreshments: It is important to choose food and drinks from local and organic products at meetings and avoid the use of single-use plastic.

Environmental awareness training: Participants should be informed about environmental awareness and sustainability issues with the aim of raising awareness.



3. Accessibility Mainstreaming Policy⁴

Mainstreaming accessibility should ensure that all venues, content and services related to events, including digital environments, are accessible and achievable for people with disabilities, older people and all other persons. In this context, the following implementation measures should be carefully considered at all stages of events:

Support services: Provide the necessary support services for participants.

Dietary preferences: Preparation of appropriate refreshments taking into account the dietary preferences of participants.

Avoiding discrimination: Avoiding actions that could lead to discrimination at events.

Anti-discrimination measures: Taking measures to prevent participants from engaging in discriminatory acts.

Accessibility is not only a policy of non-discrimination, but also a policy that aims to ensure real equality. This policy aims to increase the inclusiveness of activities and create conditions for full and equal participation by supporting the independence of people with disabilities. Accessibility mainstreaming is a policy and a process that affects programs at all levels and in all areas.

In this context, regardless of whether participants with disabilities attend the events, meeting rooms, accommodation and catering services should be provided by companies that meet the criteria for physical accessibility and these criteria should be clearly stated in the procurement documents.

⁴ What do we do for accessibility and what do we pay attention to: https://youtu.be/eTSNOaKyV_E
What do we expect from you in terms of accessibility?: <https://youtu.be/N5jCXNshlPU>

⁵ What do we do for gender equality and what do we pay attention to?: <https://youtu.be/teBnnqrodyA>

4. Gender Mainstreaming Policy⁵

Mainstreaming gender equality means integrating a gender equality perspective into all actions, work and processes (planning, programming, policy making, implementation, monitoring, evaluation) at every level and at every stage by establishing links between gender equality and other economic, political, cultural and other objectives related to rights, responsibilities and resources. In this context, it is crucial to identify the impact of initiatives aimed at a community on its members with different gender identities and sexual orientations and to take their different needs into account accordingly.

In order to implement the principle of gender equality at events, the following general measures should be taken into account:

Gender-sensitive language: Ensure that those responsible for the event use gender-sensitive language and avoid sexist elements.

Information and training: Inform trainers and other staff about the institution's/ organization's gender mainstreaming policy before the event. If possible, make sure that trainers and other staff are people who are sensitized to gender issues.

Materials and documents: Ensure that the materials and documents used in the event, program or support services are free of sexist elements and take into account the gender equality perspective.

Time and space planning: Planning the time and space conditions in organizations that are suitable for the participation of women and LGBTI+ people.

These principles aim to create an environment that promotes gender equality and provides a fair experience for all participants..

5. Personal Data Protection Policy

During the event, the following measures will be taken to ensure the protection of participants' personal data;

Personal Data Protection Law (KVKK) Consent Texts: Obtaining consent texts in accordance with the requirements of the KVKK at all stages of the event.

Data Security: Ensure the security of internet connections, digital devices, signature pads and other data.

Photography and Video Recordings: If photographs or video recordings are to be made during the event, obtain prior consent from participants and, if necessary, obtain written authorization.

Suppliers of Goods and Services: Require individuals and organizations supplying goods and services to the event to comply with the above privacy and security measures..

These measures ensure that participants' personal data is protected and that a safe environment is guaranteed during the event.



⁶ What we do and what we pay attention to for child safety and participation: https://youtu.be/ZJdij_txAr8
What we expect from you for child safety and participation: <https://youtu.be/JyvdoSs8Blk>

6. Child Safety Policy⁶

The safety of children is a fundamental responsibility of an organization, which must ensure that its employees, operations and programs do not harm children and encourage their active participation. To fulfill this responsibility, avoiding any situation that could harm or endanger children is a top priority.

To ensure the safety of children, the following principles should be observed:

Prevention of risks: Taking the necessary steps to avoid situations that could harm children or put them at risk.

Safe environment: Ensure that programs and procedures promote the effective participation of children while providing a safe environment.

Training and awareness: Training staff and volunteers on child safety and best practices to protect children.

Audit and monitoring: Regularly audit and monitor child safeguarding practices to ensure compliance and effectiveness.

By adhering to these principles, we can maximize the protection and well-being of children.

II. PLANNING AND IMPLEMENTATION OF THE EVENT

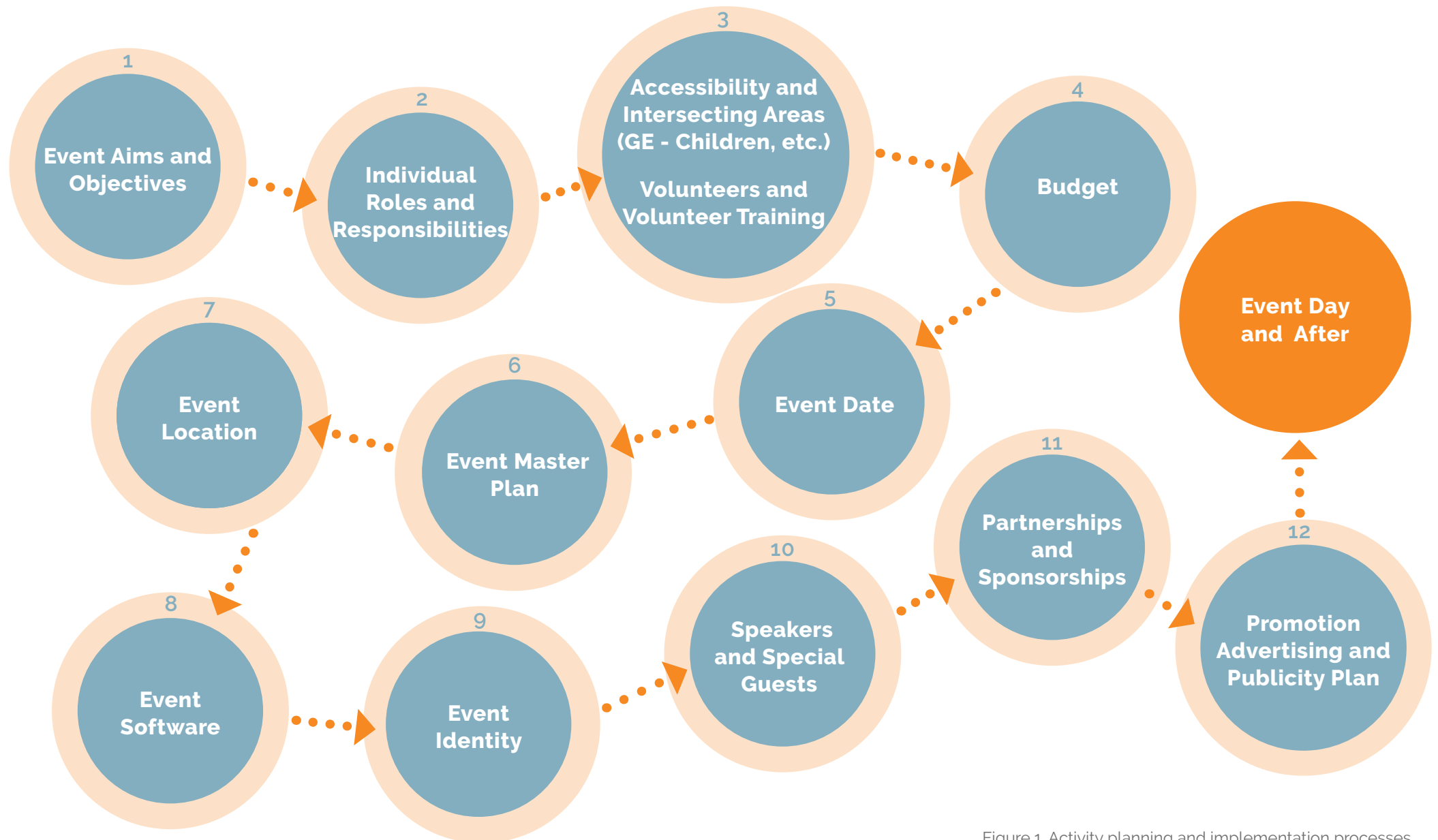


Figure 1. Activity planning and implementation processes

1. PREPERATION

1.1. Event Master Plan

Preperations and Planning:

A detailed master plan for the event should be prepared 3-6 months before the event if possible. This plan serves as a guide that covers all components of the event and provides the opportunity to track, evaluate and intervene if necessary.

SMART goals:

The event plan allows you to organize all elements of the event based on SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound) objectives.

Comprehensive Roadmap:

The plan you create provides a roadmap to help you take the right steps throughout the event process. Regardless of the size or type of your event, a good plan will allow you to keep the process running smoothly. If your organization has hosted similar events before, you can review previous documents and benefit from past experiences to develop your plan based on those materials..

Components of the Event Master Plan:

Conceptual framework: Create a conceptual framework that explains the purpose of the event, the target audience, the structure and the outcomes you want to achieve.

Establish clear goals and objectives: The first step in event planning is to define clear and achievable goals. These goals should align with your organization's core objectives and have a social benefit.

Event format: Choose the most appropriate format for your event, taking into account factors such as the purpose, duration, target audience and budget. For example, would an outdoor event be ideal to raise awareness or would an indoor event be more suitable?

Event title: Choose a meaningful title that reflects the purpose of the event, the message and the identity of the organization. The title should be short, clear, attention-grabbing and include the structure of the event (panel, seminar, online meeting, etc.).

Event team and team leader: The success of the event depends on a team that works harmoniously and is aware of its responsibilities. Identify the team members who will be involved in each phase of the event and clarify their roles and responsibilities. To maintain the integrity of the process, appoint a team leader to coordinate all phases.

Task Name	Before the Event	During the Event	After the Event	Responsible	Assistant / Substitute	Number of Volunteers Needed
Logistics Officer	Organization of transport and accommodation for the workshop participants and panel speakers as well as arranging meetings with the contracted company.	Monitoring whether the transportation and accommodation processes are running smoothly and ensuring that the supporting documents for the participants are collected by the contracted company.	Controls and Invoicing			This section will be filled in by the responsible person.
Press Officer	Contacting the press members to be invited Arranging a briefing meeting before the event.	Organisation of interviews to be held in the field and press briefings.	Reporting of event content in the press.			This section will be filled in by the responsible person.

Figure 2. Example of the event team and their roles



Stakeholder and participation plan: To ensure that your event is run in accordance with the principles of participation, you should identify your stakeholders in advance according to the objectives of the event. Stakeholders should be clear about how they will contribute to the different stages of the event. Keep this list up to date and take it into account at each stage of the event.

Event date: If your event is not a pre-planned or recurring event, there are some important factors to consider when setting the date:

- **Targeted timing for attendee engagement:** Make sure the timing fits the needs and preferences of your attendees. Be flexible about whether your event takes place on weekdays or weekends.
- **Coordinate with special days:** If you hold the event on a special day related to the topic, this can increase visibility and impact. However, make sure that your event does not overlap with similar events on the same day.
- **Planning time:** Ideally, an event should be planned 4-6 months in advance; however, allow sufficient time depending on the scope and requirements of your event. This period can be shorter or longer depending on the complexity of your event.
- **Important days:** Check official and religious holidays, special and important days and school vacations. Avoid organizing events on these days if they are important for your target group.
- **Early consultation with key participants:** Coordinate with speakers, presenters and key guests to confirm their availability and schedule accordingly.

Appropriate venue/location: Ensure the venue is suitable for the needs of the participants and fits within the budget of the event. For physical meetings, ensure that the venue meets accessibility criteria. Choose a venue that is easily accessible and environmentally friendly. During initial discussions about the venue, make a note of the estimated costs for budget planning.

Risk plan: Evaluate the potential risks that may occur at each stage of your event and create a risk plan with preventative measures. Keep this plan up to date and be prepared for emergencies during the event. Implement corrective measures if necessary.

Accessibility plan: Set accessibility standards to ensure that everyone can participate in your event at all stages without barriers. In cases where the universal standards cannot be met, implement appropriate and temporary solutions to ensure accessibility as far as possible. Define and implement accessibility measures at every stage of the event.

Gender mainstreaming plan: Take the necessary measures before, during and after the event to ensure that the gender equality criteria are met. By defining and applying these measures, you ensure that gender equality is respected at every phase of the event.

Child safety plan: Depending on the type of event, plan measures to prevent situations that could harm children. Prepare a detailed plan to ensure safety at events where only children are present or where children and adults are in the same environment. For events aimed directly at children, take more comprehensive safety measures.

Protection and security of personal data: Define the necessary practices to protect participants' personal data. Implement these practices at all stages of the event to ensure the privacy and security of personal data.

Plan for working with volunteers: If you plan to work with volunteers at your event, create a plan for working with volunteers that protects their rights, avoids exploitation and is based on the principle of mutual learning. This plan should include the areas where volunteers will contribute, the support required and process management. The volunteer program should be carefully managed from the planning phase through the event to the follow-up.

Monitoring, evaluation and learning plan: Create a plan for monitoring, evaluating and supporting learning during all phases of your event. This plan should align with the organization's vision, mission and strategic approach. Post-event evaluations should be conducted and lessons learned applied to future processes. Relevant findings should be recorded. This process will help the organization achieve meaningful and useful results and contribute to change.



TASK NAME	RESPONSIBLE	DATE
BEFORE THE EVENT		
Determination of the event theme		
Draft programme preparation		
Draft budget preparation		
Proposals and determination of the event location		
Making the event venue contract		
Preparation of the tender document for the event.		
Tender for the event organization		
Selection of the event organization company.		
Event web page design and purchase		
Preparation of contracts		
Creating the visual concept of the event		
Determination of the main panel topics of the event		
Identification of speakers, moderators, trainers		
Contacting speakers, moderators, trainers		
Providing presentations, biographies, photos etc. of speakers etc.		
Preparation of the application form for participants and workshops		
Selection of participants and workshops		
Informing participants		
Evaluation of workshop announcement applications (if needed)		
Announcement of the results of the workshop owners		
Preparing the content of workshop announcements		
Determination of other interactive games, activities etc.		
Determining the name(s) for the closing concert		

Event calendar: Create a detailed event calendar to manage your event smoothly. Use this calendar to define all the tasks that need to be completed before, during and after the event. Plan the calendar backwards from the event date to organize each step in advance.

Task responsibilities: Enter the person responsible for each task in the calendar. Ensure that important dates and tasks such as approvals, payments and participant registration deadlines are included in the calendar.

Update it: Keep the calendar constantly updated and try to stick to it throughout the event phases. Be flexible in case of delays and review your plan if necessary and take precautions.

The importance of written notes: Avoid the mindset of "I have it all in my head!" Be diligent in planning and executing the calendar. Written documents and records are a valuable guide for your future events and reinforce your accountability. Written records are important for remembering the steps for the next event and making the process more efficient.

Figure 3. Sample event calendar

TASK NAME	RESPONSIBLE	DATE
BEFORE THE EVENT		
Transport and riders for the concert team		
Design and approval process of concept materials (backdrop, stage design, invitations, megaphones, furniture, name badges, mugs, etc.) to be prepared for the event		
Transport - transfer organisation of the participants		
Organisation of accommodation for the participants		
Transport - transfer organisation of the speakers		
Organisation of accommodation for the speakers		
Invitation to meetings and events with members of the press		
Call for volunteers		



TASK NAME	RESPONSIBLE	DATE
DURING THE EVENT		
CSO Workshop Responsible		
Interviews Responsible		
Social Media Management Responsible		
Logistics Responsible		
Protocol Program Responsible		
Protocol Reception Responsible		
Technical Responsible		
Volunteer Responsible		
Panel Responsible		
Stand Responsible		
Game Responsible		
Concert Responsible		
Event Responsible		
Registration Desk Responsible		
Press Responsible		
Catering Responsible		
Event Monitoring Responsible		
Accessibility and GE Responsible		
Materials Responsible		

TASK NAME	RESPONSIBLE	DATE
AFTER THE EVENT		
What We Learned Meeting		
What We Learned Meeting		
Reporting (News, interactions, etc. related to the event)		
Collection and counting of event materials		
Production of event videos		
Announcement of event videos		
Making Event Photos Accessible to Participants		
Event catalogue		

Figure 3. Sample event calendar (Cont.)

1.2. Event Budget

A realistic budget will help the event team develop and implement ideas that adhere to the principles of gender equality, accessibility, environmentally friendly practices and social inclusion. When creating your budget, make sure that your spending prioritizes these key issues while aligning with the event's implementation principles, values and standards. Also allocate sufficient resources for staffing, volunteer management, monitoring, evaluation and learning to improve the impact and sustainability of your event. Monitor budget expenditure regularly and take preventative action where necessary.

Here are some important expenses you should include in your budget:

- **Venue:** choose an accessible and inclusive venue.
- **Transportation and accommodation:** Provide options that ensure accessibility for attendees.
- **Food and beverage:** Consider different dietary requirements such as gluten-free, vegan and vegetarian options.
- **Entertainment:** Offer activities that promote cultural diversity and social inclusion.
- **Venue design/stage set-up:** Ensure the venue is accessible and inclusive for all participants.
- **Staffing:** Assemble a diverse and inclusive team.
- **Advertising and publicity:** Take an approach that considers gender, disability and other social factors when promoting the event.
- **Software and technical infrastructure:** Ensure that the technical infrastructure is accessible and suitable for all participants.
- **Other expenses:** Plan for additional costs that align with the objectives of the event.

No	EXPLANATION	Supplier	Number	Day	Budget Unit	Budget Total	Realised Unit	Realised Total	Budget Item
1									
2									
3									
4									

Figure 4 Example event budget



1.3. Event Communication and Promotion Plan

Whether you are organizing a public event or working with your own organization or other civil society organizations, we recommend that you pay attention to the following key areas when planning your event..

Event Identity

The identity of your event should visually reflect the principles and values of your organization. Choosing a contemporary and engaging theme can set your event apart from others. By integrating this theme into all aspects of your event — especially the name and key social media elements — you can capture attendees' interest and drive engagement.

Create an event name: When choosing an event name, consider the following questions:

- What are the unique aspects and social implications of your event?
- What social messages do you want to convey in line with the objectives of your event?
- How do you define the main themes and components of your event?

Developing a slogan: Once you have determined the name of the event, develop a short and memorable tagline that effectively explains the event. The slogan should reflect the core values and objectives of your event.

Logo design: For large or recurring event series, you should design a logo that symbolizes inclusivity and your field of work. Use this logo consistently on all promotional materials, such as t-shirts, water bottles and tote bags.

Establish a visual identity: Develop a consistent visual identity for your event.

Promote your organization: Reinforce your organization's presence by using your name, tagline and logo in all promotional materials to ensure continued visibility to your target audience.

Plan for communication and advertising: Create a plan that includes the three most important functions to effectively promote your event:

- **Reach the right audience:** Accurately determine your event's target audience and develop strategies to reach them.
- **Dissemination:** Implement strategies to promote your event to a wider audience.
- **Media relations:** Build strong relationships with the media to drive coverage and reach a broad audience.

Elements to include in your publicity plan:

- **Website announcement:** Create a comprehensive and easily accessible website for your event.
- **Social media:** Promote the event effectively through social media platforms.
- **Printed materials:** Prepare brochures, posters and other printed materials.
- **Press and media relations:** Strengthen your relationships with the media to increase the visibility of the event. An effective press and media strategy is essential to reach a wider audience and increase public awareness. This includes inviting media representatives to the event and facilitating their participation. If necessary, a press conference can be organized and media representatives should be directly supported to ensure a quick response to their inquiries.

Appointing a contact person to coordinate communication with the media will also help to ensure a smooth and organized process. Before the event, you should prepare a professional press release explaining the purpose and details of the event and forward it to the relevant media.

After the event, thank you notes, acknowledgements to donors and sponsors and the preparation of news articles or reports about the event can further help promote the event.



2. EVENT FLOW PLAN

Final Preparations Before the Event: Creating a Detailed Flow Plan

One of the final steps before the event is to draw up a detailed schedule. This plan should cover every stage of the event process, from set-up to tear-down, including all the necessary details. It's important to carefully review every aspect and make sure everything is under control.

Preparations 48 hours before the event:

Reminder emails: Send reminder emails to attendees about the upcoming event. Include important details such as the purpose of the event, the date, time, location and contact information.

Communicate with media representatives: Reach out to media representatives to discuss media coverage and communication details. Effective media engagement can help your event reach a wider audience.

Venue set-up: Check the venue set-up and make any necessary adjustments. Ensure that all arrangements are in line with accessibility, safety and social justice principles.

Set up the command center: Designate a command center for the day of the event. This space will be used for administration and coordination throughout the event.

Weather check: Follow the weather forecast for the day of the event and make the necessary preparations. This is particularly important for outdoor events.

Team communication: Reconnect with your team to make sure everyone is on the same page and all preparations are finalized. This will help maintain coordination on the day of the event.

Review suppliers and deliveries: Verify with vendors that all materials and services have been delivered on time and in full.

Confirmations for speakers and guests: Verify the presence of speakers and special guests. Make sure they have received all necessary information.

Event checklist: Review your event checklist and make sure all preparations have been completed. Make sure that every step goes as planned.

Technical equipment: Charge all technical equipment and check that it is working properly. Pay attention to accessibility and the need for technical support.

Daily consumables: Prepare a kit with essential items such as pens, paper, USB sticks, chargers and extension cords. These materials can be useful for various purposes during the event.



Emergency plan: Creating an effective contingency plan is a crucial step in ensuring that events run smoothly and safely. The emergency plan ensures that you are prepared for unexpected situations, that safety is guaranteed and that order is maintained throughout the event.

The key components of an effective emergency plan are::

- **Emergency scenarios:** Identify potential emergency scenarios. Consider situations such as natural disasters, health crises, security threats or technical failures and develop strategies for each scenario.
- **Emergency contact information:** Gather the necessary emergency contact information, including local emergency services, health centers and security services.
- **Emergency managers:** Designate people responsible for coordinating emergency situations and train them specifically. These managers are responsible for handling emergencies and ensuring a rapid response.
- **Emergency procedures:** Develop clear and understandable procedures that outline the necessary actions during an emergency. These procedures should include evacuation plans, first aid stations and emergency exit routes.
- **Training and drills:** Brief your team and attendees on the emergency plan prior to the event and conduct drills. These drills will ensure that everyone knows what to do in an emergency.
- **Emergency kits:** Prepare emergency kits for the event location. These kits should contain first aid supplies, emergency communication devices, fire extinguishers and other necessary materials.
- **Information and documentation:** Organize your emergency plan, travel plans and other important documents. These documents will ensure that you can access information quickly and accurately in an emergency.

Your emergency plan is an important tool to ensure the safety of your event and the protection of participants. Reviewing and implementing this plan before the event ensures that you can react effectively and quickly in unexpected situations.

Spare outfit: Take extra equipment with you just in case.

Rest and relaxation: Take some time before the event to concentrate and relax. Give yourself a break because you know that you are prepared for the event and will get through it well.

3. POST-EVENT EVALUATION

Post-Event Evaluation: Identifying Successes and Areas for Improvement

It is important to conduct a comprehensive post-event evaluation to both assess your own success and improve future events. By considering both positive feedback and areas for development, you can support a continuous process of improvement and learning.

You can follow the steps below to measure the impact and success of your event:

- 1. Define success criteria:** Determine how you will evaluate the success of your event based on the goals you set before the event. Use evaluation forms that focus on criteria such as universal accessibility, gender equality or environmental sustainability to assess how well your event aligns with these core principles.
- 2. Gather feedback from participants:** Gather feedback from participants to assess their experience of the event. Feedback surveys should include sections on accessibility during the event, quality of content, organization and overall satisfaction. Analyzing attendee feedback will help you identify recurring positive or negative points.
- 3. Evaluate the team performance:** Evaluate the solidarity and cooperation of the team during the event. Communication and coordination within the team have a significant impact on the success of the event. Develop strategies to improve team motivation and support for future similar events.
- 4. Review the communication and promotion activities:** Analyze which methods for promoting and communicating the event yielded the highest return on investment. Determine which strategies were most effective among social media platforms, local press and other advertising channels. This information can help you create a more effective communication and promotion plan for future events.
- 5. Analyze awareness and engagement:** If your event was aimed at increasing awareness, analyze online social media interactions and other data sources. Assess how successfully you reached your target audience and what impact online engagement had on the effectiveness of your event.
- 6. Benchmarking:** Evaluate how your event performed against your original plans. Compare the number of attendees, budget or other estimates with the actual results of your event. Analyze whether you achieved your goals and identify the areas where you were not satisfied.

4. ONLINE EVENTS

Recommended Guidelines for Online Meetings

Technical checks: Check your internet connection, headphones, computer battery and other technical devices before the meeting.

Presentation test: If you plan to use a presentation, log in 15 minutes before the meeting to test how the presentation will appear on the screen. Avoid elements that may not be easily visible at different resolutions, such as small fonts and bright colors.

Notification of audio and video recordings: Inform participants in advance that audio and video recordings will be made and/or repeat this notice in the chat box of the platform where the event will be streamed.

Participant form: Hand out a participant form to attendees at the start of the meeting. Ask them for their full name, gender and the name of their organization. Do not forget to mention that the gender information is being collected to ensure gender equality.

Using the microphone: Make sure your microphone is turned off so that background noise does not interfere with the meeting. If you are sharing a room with other members of your organization, use headphones or try to connect from another room.

Taking the floor and participating: If you want to take the floor, use the 'Raise hand' button to request the floor. This allows the moderator to better follow the order of speakers.

Passing on comments and questions: If you want to make comments and questions visible to everyone, click on the 'All' section in the chat box. For comments or questions addressed to a specific person, select their name and send a private message.

Using the camera: It is recommended to leave the camera switched on during online meetings. Make sure that there are no windows or light sources behind you so that your face is clearly visible.

Meeting etiquette: Follow the same rules in online meetings as you would in face-to-face meetings: only speak when you have the floor, do not interrupt, use the time efficiently and avoid discriminatory or exclusionary language.



Appendix 1 KEY ELEMENTS TO BE INCLUDED IN TECHNICAL SPECIFICATIONS/CONTRACTS FOR EVENT-RELATED PURCHASES

This annex has been prepared to guide you in making purchases in accordance with your needs during event planning processes. The recommendations here can be tailored to the scope of your event, your budget and your specific requirements. The key elements recommended to be included in technical specifications or contracts will help you to manage the planning and implementation processes in a more efficient and transparent way.

Features of the Accommodation Facility:

1. Accessibility Features

1.1. Disabled Access

Ramps and Lifts: There should be ramps and lifts providing access to entrances, corridors and meeting areas.

Wide Doors: Wide doors should provide adequate passage space for wheelchair users.

Parking Places: Disabled parking spaces should be located near the entrance of the facility.

1.2. Accommodation Rooms

Accessible Bedrooms: There should be at least one or more accessible rooms with wide doors, low beds and light switches at appropriate heights.

Bathrooms: Accessible bathrooms should include elements such as grab handles, shower chairs, and low sink design.

1.3. Assistive Technologies

Visually Impaired Participants: Braille markings and audio guidance systems must be available.

Hearing Impaired Participants: Appropriate space for hearing aids and sign language interpreters should be provided.

2. Participant Comfort and Needs

2.1. Comfortable Spaces

Seating Arrangements: Seating areas of various sizes should be provided where participants can sit comfortably.

Rest Areas: There should be resting areas and comfortable sitting corners that can be used between activities.

2.2. Food and Beverage

Diverse Menus: Food and beverage options suitable for different dietary needs (vegetarian, vegan, gluten-free, etc.) should be offered.

Accessible Dining Areas: Dining areas should have accessible tables and chairs and appropriate arrangements should be made for disabled participants.

2.3. Communication and Information

Information Boards: There should be boards and signs in accessible formats (large print, audio or Braille) providing information about the event.

Staff Training: Staff should be trained to effectively communicate with and assist participants with disabilities

3. Safety and Emergency Preparedness

3.1. Emergency Access

Emergency Plans: Emergency plans and directional signage should be available for disabled participants.

Emergency Exits: Accessible emergency exits and assembly areas should be provided.

3.2. Accessible Emergency Assistance

Emergency Aid Equipment: First aid equipment and communication tools should be accessible for emergencies.

4. General Services and Infrastructure

4.1. Cleaning and Maintenance

Regular Cleaning: It should be ensured that the areas are cleaned and maintained regularly.

4.2. Internet and Technology

Free Wi-Fi: Free and fast internet access should be provided for event participants.

Technological Support: Technological devices (projectors, sound systems, etc.) should be robust and accessible in accordance with the needs of the event



Characteristics of the Meeting Room/Venue and Required Services

1. Accessibility and Transport

1.1. Easy Access

Accessibility: The event area should be within the city, easily accessible, disabled and environmentally friendly.

1.2. Accommodation and Meeting Transport

Transportation from the Accommodation Facility: It is a priority to use the meeting room of the accommodation facility. If it is not suitable, meeting halls close to the accommodation facility should be preferred.

Vehicle Allocation: If staff, experts/trainers and participants have a walking distance of more than 1 km from the accommodation facility to the meeting venue, a free vehicle allocation should be provided.

2. Lounge Features

2.1. Physical Layout

Capacity and Layout: The event hall should have a capacity that can comfortably accommodate the number of participants in a cinema or U-shaped seating arrangement. The venue should be accessible to people with disabilities and free from obstructions such as pillars, columns or steps.

Lighting and Spaciousness: Bright, spacious and high-ceilinged halls should be preferred. Halls with daylight should be prioritised.

2.2. Heating and Cooling

Climate Control: There must be adequate heating and cooling systems.

2.3. Educational Materials and Equipment

Equipment: Paper, pens, flipchart board and paper, markers, projector and screen, computer and printer should be provided.

Sound System: An adequate sound system must be available.

2.4. Visibility Rules

Visibility Materials: The event hall should be prepared according to the visibility rules of the funding organisation, if any, and visibility materials should be provided at least 5 days before the meeting date.

3. Food and Beverage Services

3.1. Water and Beverage

Bottled Water: Alternative water methods (e.g. water dispenser) can be used to minimize single-use plastics. Participants should be provided with unlimited water.

Tea/Coffee Service: Participants should be offered unlimited tea and coffee.

3.2. Coffee Break

Coffee Break: At least two coffee breaks should be organized daily. During the coffee break, sweet and savory pastries (such as eclairs, bagels, mini pizza, cookies, mini pastries, sweet and savory canapés, etc.) and seasonal fruits should be offered. There should be vegan and gluten-free options for the pastries.

Service Tools: Coffee break service should be done in glass cups and/or porcelain teacups, porcelain plates.

Service Location: Coffee breaks should be served on the same floor as the meeting room or in an area close to the meeting room.

3.3. Lunch

Menu: The lunch menu should include salad, soup, a main dish, dessert or fruit, beverages (fruit drinks made from powder are not accepted), and water. If the event is not held at a hotel, it is recommended that the lunch be served at a high-quality restaurant.

Transportation: If the location where the meal will be served is more than 500 meters walking distance, a vehicle can be provided.

Food Quality: All food must be daily, fresh and of good quality.

4. Internet and Technology

4.1. Internet Access

Wi-Fi: High-speed wireless internet connection should be available in the meeting room.

Support: In cases where internet speed cannot be provided, the Contractor must provide support with a mobile modem.

5. Special Dietary Requirements

5.1. Dietary Requirements

Special Diets: Meals required by participants due to their health needs or vegetarian/vegan status should be of similar quality to the meals provided to other participants.



Staff Service

1. Accessibility and Comfort

1.1. Information on Accessibility

Accessibility information: Staff should be informed about disability access, facilities and the needs of participants with disabilities.

Accessibility assistance: Staff should be trained to provide necessary assistance to participants with disabilities..

1.2. Comfort and Catering

Catering service: Staff should be able to provide a regular and high quality food and beverage service.

Coffee break and lunch: Staff should be knowledgeable about desserts, pastries and fruits offered during coffee breaks and lunch.

Dietary requirements: Staff should be familiar with vegetarian, vegan, gluten-free and other special dietary requirements and be able to serve food accordingly.

Food quality: Staff should be able to ensure that food is fresh and prepared daily.

2. Technological Support

2.1. Technological Knowledge

Technological knowledge: Staff should be knowledgeable about projectors, sound systems, computers, and other technical equipment.

Problem solving: Staff should be able to deal with technical problems and develop quick solutions.

Internet support: Employees should be familiar with providing high-speed Internet connections and using mobile modems.

Use of equipment: Employees should be able to ensure the proper use of training materials and equipment (paper, pens, flipcharts, etc.).

3. Communication and Organization

3.1. Communication Skills

Communication: Staff should be able to communicate effectively and courteously with participants, trainers and other staff.

Provision of information: Staff should be able to provide information about the event and provide assistance when needed.

3.2. Organization

Event Management: Staff should have experience in organizing meeting rooms, lighting and heating and cooling systems.

Time Management: Employees should be able to plan and organize coffee breaks and lunches efficiently.

4. Professionalism and Service Quality

4.1. Professionalism

Appearance and Behavior: Staff should display a clean and professional appearance and appropriate behavior.

Reliability: Staff should be reliable and complete tasks on time and effectively.

Problem Solving: Staff should be able to quickly and effectively resolve feedback or issues raised by participants.

5. Emergency Management

5.1. Knowledge of Emergencies

Emergency Procedures: Staff should be familiar with emergency plans and safety procedures.

First Aid: Staff should have basic first aid skills and be able to intervene in emergencies.

Appendix 2

MAPPING PARTICIPATION IN EVENTS

Holding your event with the participation of all relevant stakeholders in the desired social change will help to increase the impact of your event. Ensuring meaningful and effective participation in events and pre-planning participation processes and roles at all stages of the event within a given system supports your organization's principles of openness, transparency, accountability, value creation, equity and sustainability.

You can use the following tables when creating your event participation plan.⁷

When creating these tables, remember to ask the following questions and consider the answers to them:

- Are there people/groups you may have overlooked or not reached?
- Have you considered gender equality?
- Have you considered accessibility in your processes and methods?

Stakeholders Mapping for Participation

The table below is designed to help you plan stakeholder engagement when creating your event engagement plan. You can use this table to map internal and external stakeholders, who may be involved at all stages of the event, according to their roles in the participation processes.

EVENT PARTICIPATION STAKEHOLDER TABLE		Participation Processes			
		Gathering opinions	Planning	Application	Monitoring, evaluation and learning
Forms of Participation	Information				
	Consultation				
	Inclusion (dialogue/ consultation)				
	Partnership (active co-operation)				

⁷ For more detailed information on participation matrix tables, <https://www.stgm.org.tr/blog/ne-menem-sey-bu-katilimcilik-o>

Mapping of activities related to participation processes and forms

The table aims to facilitate the planning of activities related to participation while creating the participation plan. In this table, you can show the activities to be carried out for the operation of participation processes at all stages of the event, participation processes and forms of participation.

ACTIVITY PLANNING TABLE FOR PARTICIPATION		Participation Processes			
		Gathering opinions	Planning	Application	Monitoring, evaluation and learning
Forms of Participation	Information	Identification of appropriate information channels, etc.			
	Consultation				
	Inclusion (dialogue/ consultation)				
	Partnership (active co-operation)				

Appendix 3 ACCESSIBILITY CRITERIA TO BE OBSERVED IN PURCHASING PROCESSES FOR EVENTS/ACCOMMODATION IN HOTELS

Mandatory Accessibility Criteria to be Observed in Purchasing Processes for Events / Accommodation in Hotels		
Mandatory Criteria	Available / Not Available	Number (if applicable)
Room with accessible bathroom		
Toilet in accordance with accessibility standards (at least 1 female, 1 male) in the general use area		
A flat entrance at the hotel entrance, without thresholds, with a door that opens easily or is easy to open.		
Ramps that are suitable for wheelchair users and comply with the standard for height differences of more than 2 cm within the hotel.		
Lifts wide enough for wheelchairs to enter and move		
Audio announcement systems in lifts and/or buttons giving information with Braille embossing system		
A sufficient number of cafeterias, restaurants, cafes, etc. that also offer facilities suitable for the use of disabled individuals		
The meeting/conference rooms should be suitable for wheelchair users (sufficient seating for wheelchair users distributed throughout the room: at least 900 x 1400 mm space per wheelchair).		
Accessible signs/plaques with clear and precise wording at building entrances, elevators, restrooms, parking lots and places with special services for visually impaired people.		

Preference Reason Accessibility Criteria to be Considered in Purchasing Processes for Events / Accommodation in Hotels		
Preferential Criteria	Available / Not Available	Number (if applicable)
Parking space allocated for the use of persons with disabilities		
Personnel who have been trained to provide the necessary information to disabled people about the services and facilities to be offered and to convey accurate information		
Induction loop system in the meeting/conference room (halls, meeting rooms, reception and other locations) for hearing aid users		
Sensible floors and/or navigation system in the building for visually impaired people		
Special measures for persons with disabilities regarding the evacuation of the building in case of emergency		
A unisex toilet allocated for the common use of men and women in a separate area outside the general toilets		

Appendix 4

VENUE PLANNING: CONSIDERATIONS WHEN DETERMINING THE EVENT VENUE FOR PHYSICAL MEETINGS

Venue Planning: Considerations When Determining the Event Venue for Physical Meetings		
Criteria	Y / N	Description
Is transportation within the city easy? Is public transportation available? How often does it run?		
Is there disabled access in all areas (ramp, disabled lift, disabled toilet, etc.)? Does the venue fulfil the accessibility criteria? ⁸		
Is the venue environmentally friendly (natural light, glass jugs, glass cups, etc.)?		
Are measures taken for emergencies (fire exit, fire extinguisher, etc.)?		
Is the physical structure of the hall(s) suitable for the activity (movement area, wall where the presentation and videos to be shown will be projected, working groups, columns that may block the activity, etc.)?		
Is the technical equipment you need available? If available, is there a charge?		
Do the halls get natural light and fresh air? What are the heating/cooling options?		
Is there childcare/crèche available for guests with children?		
Is parking available? If so, is there a charge?		
Is there a checkroom? If so, is there a charge?		
Is there internet access? If so, is there a charge?		
Are security measures required?		
Is attention paid to cleanliness/hygiene?		
Does the venue have experience in working with civil society organizations or disadvantaged groups?		
Is it possible to prepare special menus for participants with special dietary requirements, e.g. vegetarians, vegans or people with health problems such as diabetes or gluten allergies? ⁹		
Are the estimated costs given by the venue suitable for the budget?		

⁸ See Annex 3 - Accessibility Criteria to be Observed in Purchasing Processes for Events / Accommodation in Hotels

⁹ Enrich your menus for vegetarian/vegan participants, taking into account your budget. Sample menus can be found on the Vegan & Vegetarian Association's Vegan Chef website: <http://vegansef.com/>

Appendix 5

EVENT ACCESSIBILITY MEASURES AND COMPLIANCE CHECKLIST

Accessibility is defined as "the ability of a space, product, content, service or facility to be understandable, accessible and usable for everyone, including people with disabilities and older people." This definition essentially covers three main categories of accessibility:

- **Physical accessibility:** Ramps, guide strips, architectural structures, product designs, accessibility of facilities, etc.
- **Content accessibility:** Websites, social media, apps, printed materials, video content, product and packaging content, menus, etc.
- **Communicative accessibility:** Our view of difference, our view of disability, the language we use when communicating with a person with a disability, face-to-face communication, the language we use when producing content, etc.

For the events we organize, accessibility standards that are implemented at every stage of the event and promote and ensure the participation of all persons without barriers should be defined in advance and applied to all events. If the universal standard cannot be achieved, appropriate and temporary solutions should be planned and accessibility ensured.

The accessibility measures to be considered at events for different disability groups are summarized below:¹⁰

General Measures for Wheelchair Users:

- Accessibility of the event space for wheelchair users: check that elevators and ramps meet the required standards. Non-accessible areas or ramps that do not meet the standard should be supported with temporary ramps.
- Design and organize the event space (e.g. the distance between tables) so that it is accessible for wheelchair users.
- Identifying and publicizing the locations of toilets that are suitable for wheelchair users.
- Provide information on access to the venue, including the availability of accessible parking spaces, if available.

¹⁰ This section and accessibility checklists have been prepared with the contributions of the Association for the Visually Impaired in Education (EGED), Association of Women with Disabilities (ENKAD), Association for the Hearing Impaired and Their Families (IED) Social Rights and Research Association (TOHAD), which constitute the STGM Civil Voices Accessibility Advisory Board.

General Measures for Visually Impaired People:

- Publishing the program in an accessible digital format.
- Provision of descriptions for posters and similar illustrative material (this can be technically achieved by using the alternative text function in documents).
- Include tactile directions to reach the venue.
- Produce tactile maps showing the locations of stands, event areas, food areas, toilets, etc. and produce orientation documents.
- Ensure that content shared via information dissemination applications during the event is accessible. Describe presentations, photos and videos.
- Ensure that presentations at panel discussions and similar events, especially those organized by the host institution, are prepared in accessible formats so that visually impaired participants can follow them. (This can be achieved by making the presentations available to participants in advance or by publishing them on a website and making them accessible in real time through an online tracking system. Furthermore, a setup similar to simultaneous translation can be used to provide live descriptions of the presentations.)
- Providing audio descriptions for films, videos and similar content shown at the event.
- Ensure physical accessibility through applications such as tactile flooring or artificial guide strips.
- Make evaluation forms and feedback surveys accessible.
- Ensure the presence of Braille buttons and an audible announcement system if an elevator is used at the venue.
- The presence of support staff in the food and coffee areas to help people on request.
- If food or drinks are sold at the venue and a menu with prices is available, it must be ensured that this is accessible.
- Orientation aid in the hotel for visually impaired participants coming from outside (this orientation aid includes information about shared rooms and instructions in the room).

General Measures for People with Hearing Impairments:

Before the event

- Work with qualified interpreters for sign language translation (consult relevant CSOs when selecting interpreters).
- Prepare an informational video featuring a sign language interpreter only, explaining that admission to the event is free, that interpreters will be present, that front row seats are reserved so that interpreters are more visible during the seminars, and that participants can recognize staff by their "TSL INTERPRETER" badges. This video should be distributed via CSOs and social media. (For example, in a promotional video that says "A sign language interpreter will be present at the events", the interpreter could wear blue and mention that the interpreters will be dressed in blue).
- Adding Turkish subtitles to promotional/announcement videos that include voiceover (as some people have difficulty understanding speech even with hearing aids). If this is not possible, transcriptions of voiceovers should be included in the description section of the video on YouTube.
- Use different symbols and colors in brochures and posts for seminars, workshops, music performances, etc. (Figure 5). These brochures and posters should include the text "TSL interpreters available" along with a hand symbol (Figure 6).
- Provide appropriate signage at the venue. E.g. place signs on the walls or free-standing boards with phrases such as "To the seminar rooms" or "To the workshop rooms", accompanied by arrows indicating the direction.
- Ensure that sign language interpreters working at the information desk or walking around the event site wear a sign or name badge with the large inscription "TSL INTERPRETER" (To be more easily recognized, interpreters can wear blue T-shirts with the inscription "I know TSL").
- Install a permanent or temporary induction loop system in halls where opening ceremonies, panel discussions or similar events take place. (This allows people with hearing aids to follow conversations directly through the microphone without outside noise). If an induction loop system is available, this should be indicated in the event area, in brochures and on posters (Figure 7).

Figure 5. Using different colours for activities in the programme - Sample programme

Time	Venue 1	Venue 2	Venue 3	Venue 4
10:00-11:00	Opening speech			
11:00-12:00	Speech A		Workshop 1	
12:00-13:00		Speech C		Concerti
13:00-14:00	Speech B		Workshop 2	
14:00-15:00				Concerti

Panel/speech
 Workshop
 Concert

Figure 6. Icons indicating that a sign language interpreter will be provided

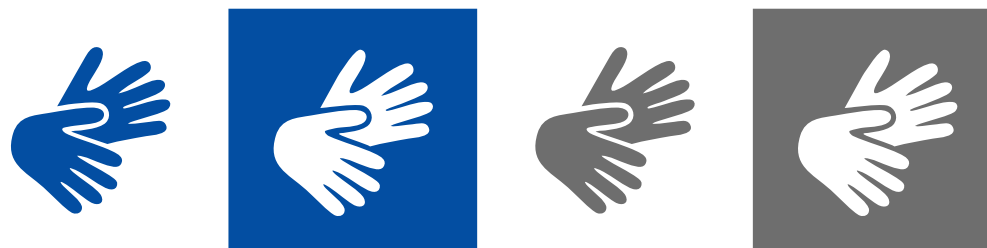


Figure 7. Publicising the induction loop system

There is a hearing loop system for hearing aid users.

To use this service, please switch the hearing aid to "T" mode.



During the event

- Sign language interpreters should be placed in a well-lit, easily noticeable location (e.g. under a spotlight).
- Seats directly opposite the interpreter should be reserved for deaf participants who wish to closely observe the interpreter's gestures and facial expressions. These seats should be marked with a hearing-impaired symbol to indicate that they are intended for deaf participants (Figure 8).
- If the event is being live-streamed, the interpreter should be visible in the camera frame or, if possible, in a close-up in the bottom right-hand corner of the screen (Figure 9).
- If people with hearing aids wish to connect a mini-microphone — an assistive technology that improves understanding — to the sound mixer/audio mixer via an aux cable, the technicians should help them set it up and adjust it. (The cable is usually connected to the Aux 2 output to ensure clear voice transmission. Also consider those who wish to connect a moderation device during the workshops) (Figure 10). This option should be announced in advance.
- If foreign speakers are present and simultaneous translation is offered, it is recommended to connect a mini-microphone to the translation device, switch it to music mode and use the Turkish language channel of the translation device. (This helpful tip is often unknown)
- For those who have difficulty understanding announcements, written notifications/announcements should be displayed on screens (e.g. "The event starts at 13:00"). Immediate announcements via Telegram etc. can also be useful.

After the event:

- If you send out a link for feedback/surveys, the questions should be phrased in simple, everyday language. Alternatively, if possible, include a video in sign language under each question in the survey form. Deaf people may have difficulty understanding complex written questions due to their limited vocabulary.

Figure 8. Icons indicating that seats are reserved for the hearing impaired



Figure 9. Sign language interpreter in live broadcast



Figure 10. Mini microphone pairing settings



Important considerations for communicating with people with disabilities:

An inclusive event is not just about the structure, but also about the staff and volunteers present at the venue contributing to an inclusive environment. This is important to ensure that participants feel comfortable and equal throughout the event. Therefore, training staff and volunteers in communicating with people with disabilities before the event can help to avoid accessibility issues during the event. It is recommended to get support from people who have experience with disabilities and communication, preferably from people with disabilities themselves. Below are some important points that can be covered in such training.¹¹

Arrangements for accessibility during the event and important considerations for the staff in charge;

- Ask people with disabilities if they need assistance and, if necessary, inquire how they can be helped, rather than making decisions for them without consulting them; treat people with disabilities with respect as individuals.
- Communicate directly with people with disabilities rather than through their companions and respect their preferred method of communication, whether it is different speech patterns, speech speeds or non-verbal communication methods.
- Do not move mobility devices without permission and avoid any unauthorized interference with the movements of people using such devices.
- When communicating with visually impaired people, introduce yourself and others present in the area, describe the locations of items they may need, and avoid pulling or pushing them when guiding them. Instead, allow them to hold on to the guide's arm and walk at their pace while you describe physical obstacles if necessary.
- When communicating with deaf people, speak to them directly instead of talking to the sign language interpreter. Also, make sure lips remain visible by avoiding hand and body movements that interfere with lip reading and speak at a normal speed and volume.
- When communicating with people with speech disabilities, ask for their preferred method of communication and respect their choice, wait for them to finish their sentences without interruption, and do not pretend to understand something if it is unclear. Instead, ask for a repetition or see if an alternative method of communication would be helpful.
- When communicating with people with intellectual disabilities and/or neurodiverse people, be clear and direct, give them enough time to process information and make decisions, ask for their preferred time to communicate and respect their need to pause or withdraw from the conversation..

¹¹ ENKAD Accessible Event Organising Guide. www.enkad.org/wp-content/uploads/2022/12/Erisilebilir-Etkinlik-Duzenleme-Rehberi.pdf

EVENT ACCESSIBILITY MEASURES PLAN



PLANNING, PREPARATION AND ANNOUNCEMENT PHASE

Event processes	Work to be done and measures to be taken	Other notes and responsible personnel
Budget and responsible personnel	Identifying responsible personnel and allocating budget for accessibility measures	
Operation of the consultation process	Establishment of the Advisory Board / service procurement	
Monitoring, evaluation, learning	Preparation of evaluation forms, complaint procedures and monitoring/evaluation procedures in accessible format	
Accommodation	Ensuring that individuals with disabilities attending the event have accommodation near the venue that meets accessibility requirements and/or providing transportation to the event venue.	
Access to the event area	Information about public transport Information about disabled parking spaces Audio description	
Announcements about the event and dissemination of announcements	Description Description in the use of photography Publishing Braille brochures and/or information and brochures about the programme in digitally accessible format Video of sign language interpretation at the event Designing event brochures to be accessible for individuals with hearing impairments (different colours, icons)	Using an egalitarian language in announcements Open invitation for people with disabilities: For example, "Turkish sign language interpretation will be available at our event"; "You can contact us for any accessibility arrangements you need". Announcements should not be disseminated by a single method, but by using different methods.
Participant registration forms	Preparation and dissemination of registration forms in accessible format	Participant registration form, needs assessment The application/registration form should include questions about the accessibility needs of the participants. Access needs also include the availability of vegetarian/ vegan, gluten-free or low-protein options in the meals served to participants.
Informing individuals involved in the event about the accessibility measures to be observed and communication with individuals with disabilities.	Information for participants Information for moderators, presenters, rapporteurs, etc. Information for the persons who will take part in the event <ul style="list-style-type: none"> ● Staff ● Volunteers ● Support staff (focal persons) ● Other service providers (registration desk, driver, catering, etc.) 	

ENSURING ACCESSIBILITY IN THE EVENT AREA

Event processes	Work to be done and measures to be taken	Other notes and responsible personnel
Event space (separate activity areas, lifts, toilets, dining area)	Elevators and toilets, information and guidance on access to different activity areas/activities Suitability of ramps Preparation of areas suitable for wheelchair access Tactile floors; if not available, provide access to all areas with temporary tactile strips Description of transport within the area (also description of walking distances in metres) Labelling of activities, areas and facilities (toilets, lifts, food, etc.) on maps frequently used by visually impaired people (in-building navigation) Support staff in the catering area Guidance using different colours/ icons Sign language interpreters visible (blue coloured t-shirt etc.)	

EMERGENCY AND RISK MANAGEMENT

Event processes	Work to be done and measures to be taken	Other notes and responsible personnel
Emergency plan	Determining and disseminating the measures to be taken in emergencies according to different disability groups	What to do in emergency situations (fire, disaster, accident, etc.)
Crisis management	Defining the event complaint mechanism and informing the participants about it	

ACCESSIBILITY MEASURES FOR DIFFERENT DISABILITY GROUPS IN SESSIONS, WORKSHOPS, AND OTHER EVENTS

Event processes	Work to be done and measures to be taken	Other notes and responsible personnel
Announcements during the event	<p>Dissemination of photographs and videos taken during the event through accessible methods and tools (description)</p> <p>If a live broadcast is to be made during the event, the interpreter should be seen in the image/frame of the stage during the live broadcast or, if possible, the interpreter should be shown more closely on the lower right side</p> <p>Written announcements/warnings on the screens for those who have difficulty understanding the announcements</p>	
Presentations/ workshops	<p>Allocating space for wheelchairs</p> <p>Ensuring the use of tables suitable for wheelchair sizes in workshops</p> <p>Describing the event area/room for people with visual impairments</p> <p>Provision of descriptions for presentations</p> <p>Audio description for films</p> <p>Sharing presentations in advance</p> <p>Provision of a system for online tracking of presentations (e.g. Zoom - not automatic; accessible via a bot added to the chat room; Teams - automatic)</p> <p>Description of events if necessary (e.g. board games, exhibitions, etc.)</p> <p>Marking of events with sign language interpreters</p> <p>Ensure that sign language interpreters are visible</p> <p>Reserving front row seats for people with hearing impairments</p> <p>Providing facilities for the use of mini microphones</p> <p>Induction loop system for hearing aid users</p> <p>Live subtitles (via palantypists or other methods)</p> <p>Subtitles for movies</p> <p>Sign language interpreters for films</p> <p>Warnings for videos or films that can trigger epilepsy, with fast-paced content in the context of neurodiversity</p>	

MONITORING, LEARNING, EVALUATION

Event processes	Work to be done and measures to be taken	Other notes and responsible personnel
Post-event evaluation	<p>Including accessibility-focused questions in the activity evaluation questionnaire</p> <p>Evaluation of accessibility measures, complaints and feedbacks in post-event evaluation</p> <p>Updating the checklist and measures within the framework of lessons learnt with a focus on accessibility</p>	

EVENT ACCESSIBILITY COMPLIANCE CHECKLIST

Category	Criteria	Explanations
Budget	Has a sufficient budget been allocated for accessibility measures?	
Participation	Was there participation in the planning, implementation, monitoring and evaluation of accessibility measures?	
Venue and accommodation	Was a location chosen for the event and accommodation that is easily accessible to participants?	
	Was a location chosen for the event and accommodation that participants can reach safely?	
Event applications and announcements	Have the participants been informed about the accessibility of the event for people with disabilities?	
	Did the invitation letter indicate that participants will be provided with support such as transportation, accommodation and accompanying persons?	
	Were accessible registration forms used to collect requests for additional support services?	
Access to the event area	Was information provided to persons with disabilities on how to access public transportation or private vehicles to the venue?	
	Was a transfer service provided for participants with reduced mobility or other support needs?	
Information for moderators, presenters, rapporteurs, etc.	Were informative texts and/or videos on accessibility and communication with persons with disabilities prepared?	
	Were moderators, speakers, rapporteurs, etc. informed about the event in advance?	
Information/training for the people who will take part in the event	<p>Have all support staff who interact directly with participants been trained in communicating with people with disabilities?</p> <ul style="list-style-type: none"> ● Staff (including all staff, key contacts and those working on site) ● Volunteers ● Service provider staff (event organization staff) ● Other service providers (registration desk, drivers, catering, hotel staff, etc.) <p>Have participants organizing workshops or similar activities been informed about the accessibility of materials, descriptions, communication, etc.?</p>	

EVENT ACCESSIBILITY COMPLIANCE CHECKLIST (CONTINUED)

Category	Criteria	Explanations
Accessibility in the event area	<p>Were appropriate instructions and assistance given for independent movement within the venue?</p> <p>Was the accessibility of the registration area and the registration system ensured?</p> <p>Was information on accessibility and assistance provided at the registration desk?</p> <p>Was information on accessibility measures and requests provided at the opening?</p> <p>Were the necessary adaptations made in all event areas (elevators, restrooms, dining area, etc.) according to the type of event and the requirements of the checklist?</p> <p>Have communication channels been made accessible to all during announcements?</p> <p>Were photos and videos taken during the event distributed via accessible methods and tools?</p>	
Sessions, workshops, events	<p>Were accessibility measures taken for different disability groups in the meetings, workshops and other events?</p> <p>In cases where accessibility measures could not be provided, were reasonable adjustments made?</p>	
Risk and crisis management	<p>Was the complaints mechanism for the event defined in advance?</p> <p>Were participants informed about the complaints mechanism?</p> <p>Has an accessibility risk analysis and risk management plan been prepared (to deal with crisis situations such as inappropriate behavior, discrimination, etc.)?</p> <p>Have emergency procedures been established for different disability groups and has this information been communicated?</p>	
Event feedback mechanism: Monitoring, evaluation, learning	<p>Were accessibility questions included in the event evaluation survey?</p> <p>Have post-event procedures for evaluating accessibility measures, complaints and feedback been established and implemented?</p> <p>Were procedures created and implemented to update the checklist and measures based on the lessons learned from the accessibility feedback?</p>	
Overall evaluation	<p>Overall, have accessibility measures aimed at inclusion, independent use and respect for human dignity been implemented at the event?</p>	

Appendix 6

GENDER-SENSITIVE COMPLIANCE CHECKLIST FOR EVENTS



GENDER-SENSITIVE COMPLIANCE CHECKLIST FOR EVENTS

Category	Criteria	Control
Planning Process	A balanced gender ratio (at least 40% women) was achieved among the members of the planning committee.	
	Attention was paid to gender competence in the planning process.	
	The budget was planned with gender-specific needs in mind.	
	The gender issue was included in the plan for monitoring and evaluating the event.	
	Collaboration with CSOs working in the field of gender equality took place during the planning process.	
	A gender balance was ensured in the division of labor of the event (workload, duration, type, visibility, recognition, etc.).	
Event Date and Time	The event was scheduled on a date that would not have a negative impact on women's participation.	
	The event was scheduled at a time that would not have a negative impact on women's participation.	
Event Venue	A location was chosen that was easily accessible for the participants.	
	A location was chosen that participants could reach safely.	
	If the location was not easily and safely accessible, transportation was offered.	
	There is a room/facility for baby care at the venue.	
	There is access to sanitary pads at the venue.	
	There is a designated room/play area for children at the venue.	
	The food offered at the event is suitable and sufficient for children.	

Category	Criteria	Control
Invitation / Participants	The letter of invitation indicated that support for travel, accommodation, etc. would be provided for participants wishing to attend with their children.	
	Inclusive language was used in the invitation letter.	
	The guest list included women/LGBTQ+/CSOs working in the field of gender equality, international organizations and public institutions.	
	Attention was paid to gender balance in the guest list.	
	Care was taken to ensure a balanced gender ratio among the participants of the event.	
Speakers, Moderators, Presenters, Rapporteurs	In the representation of the organization (reception team, speakers, etc.), attention was paid to gender balance and the visibility of women.	
	A balanced gender ratio was achieved among the speakers (at least 40% women).	
	A gender balance was ensured within the sessions (at least 40% women).	
	The planning committee considered whether people who have been punished for gender-based discrimination and violence, or people against whom there is strong public opinion, should be invited as speakers.	
	Care was taken to ensure a gender balance among the presenters.	
	The moderators were informed that the speaking times of female and male speakers should be balanced.	
	Presenters were informed that they should not use sexist jokes or discriminatory language in relation to gender/sexual orientation etc.	
	Attention was paid to gender balance among the rapporteurs.	

GENDER-SENSITIVE COMPLIANCE CHECKLIST FOR EVENTS (CONTINUED)

Category	Criteria	Control
Sessions / Workshops / Events	In at least one third of the sessions, speakers addressed the topic from a gender equality perspective. (Ideally, gender equality should be addressed as a cross-cutting theme in all sessions)	
	The event included at least one session dedicated to gender equality.	
	CSOs, groups and individuals organizing workshops and events were informed that their activities should not include gender discrimination.	
	At least one workshop/activity focused on gender equality was ensured/promoted as part of the event.	
Suppliers	Providers were selected primarily from women's cooperatives, women's organizations with business enterprises, women entrepreneurs and those with a high proportion of female employees.	
	Efforts were made to ensure the visibility of women's cooperatives, women's organizations with business enterprises, women entrepreneurs and vendors with a high number of female employees at the event.	
	All service providers (registration desk, drivers, catering, etc.) were informed about the code of conduct, including gender equality, and signed the code of conduct.	
Communication Activities	Organizations and individuals reporting on women and gender equality were invited.	
	Equal language and visuals were used in announcements and news about the event.	
	The person responsible for publishing photos and videos during the event was informed that a gender balance (visibility of women) should be taken into account in the publications.	
	The person responsible for the social media content to be shared during the event was informed that they were not allowed to use discriminatory language.	

Category	Criteria	Control
Crisis Management	A gender equality (GE) risk analysis and a risk management plan were drawn up (intervention in crisis situations such as harassment, discrimination, etc. during the event).	
	Procedures have been defined for situations such as violence, sexual harassment, etc.	
	Responsible persons have been appointed for situations such as violence, sexual harassment, etc.	
	The complaints mechanism for the event was defined and the participants were informed about it.	
Monitoring / Evaluation	Questions on gender equality were included in the event evaluation survey.	
	All event survey data was analyzed by gender.	
	The gender-specific feedback was evaluated in the team evaluation meeting.	
	Where necessary, gender-specific feedback was passed on to the relevant providers.	
	The checklist was updated based on the findings on gender equality.	

Notes: _____

Appendix 7 CHECKLIST FOR ENSURING THE PARTICIPATION AND SAFETY OF CHILDREN IN AN EVENT ENVIRONMENT

PRE-EVENT CHECKLIST

Criteria	Control
Were the children informed in advance about the purpose of the meeting/event (the general event and the session in which they will participate as participants/speakers)?	
Were the duration of the meeting/event communicated to the children in advance?	
If breaks are planned during the meeting/event, have arrangements been made to ensure that the breaks are child-friendly (appropriate break times, provision of a child-friendly break room and directions to it, etc.)?	
Has written consent been obtained from children for their participation prior to the meeting/event, including details of photography and video recording?	
Has the written consent of the supervisors to the children's participation been obtained prior to the meeting/event, including details of photography and video recording?	
Have the children been informed that their personal data such as name, surname and place of residence will not be stored anywhere or passed on?	
Has an accessible environment been created for children with disabilities attending the meeting/event (sign language services, ramps, accessible settings on the website if applicable, etc.)?	

Criteria	Control
Was information about the children's needs obtained in advance and were their different needs taken into account? (e.g. by interviewing the children, caregivers, etc.)	
Have the speakers, organizations opening stands or workshop participants been informed before the meeting/event that children can participate as visitors? Have the relevant guidelines been passed on to the adults? (See example for reference.)	
Has the venue been checked in advance for its suitability for children (safe, accessible, comfortable, etc.)?	
Does the facilitator or organizer who will be working with the children have sufficient experience of working with children?	
Have the principles and approaches of children's rights been taken into account when purchasing and procuring services for the meeting/event? (e.g. no purchasing from a company known for child abuse, etc.)	
Has the Safeguarding Children document that was prepared for adult participants been read by the team?	
Has the food and drink on offer been varied according to the needs of the children?	



CHECKLIST DURING THE EVENT

Criteria	Control
Do the participants of the meeting/event act in accordance with the document on safety precautions for children?	
Does the organizing team act in accordance with the Safeguarding Children document?	
Do the children and participants know who the designated contact persons are and how to reach them?	
Do the designated contact persons act in accordance with their role as child safety observers?	
Were reminders about taking photographs, feedback and other information about the event given during the meeting/event?	

Notes: _____

POST-EVENT CHECKLIST

Criteria	Control
Has it been determined when and how all children's personal data, including their names, should be disposed of securely?	
Have tools been developed to gather effective feedback from children's speakers/audience after the meeting/event?	
Have effective feedback tools been developed to seek adults' views on children's participation and children's safety processes after the meeting/event?	

Notes: _____

Appendix 8 EVENT PREPARATION AND IMPLEMENTATION: DETAILED CHECKLIST



Beginning Phase

Criteria	Control
Is the draft program ready?	
Has the draft budget been reviewed?	
Has the budget been finalized?	
Has the organizing company been selected?	
Have the people responsible for the organization been named?	

Before the Event

Criteria	Control
Has the information form for the event/training been prepared?	
Have the implementation plan and timetable been drawn up?	
Has the timetable and timing of the event been checked?	
Have the topics been determined?	
Has the final program been prepared?	
Have the sessions, workshops, etc. been determined?	
Have the participant profile and number of participants been determined?	
Have the participants been invited/announced?	
Have the participants been selected?	
Has information provided to the participants?	
Have the speakers, moderators and trainers been selected?	
Has contact established with the speakers?	
Have the presentations, biographies and photos of the speakers obtained?	
Has the workshops selected?	
Have the announcements made and followed up?	
Have the workshop hosts informed?	
Has the host and interpreter selected?	
Have additional activities (exhibition, concert, etc.) planned?	
Have the photo/video shoots been organized?	
Has the budget and cost tracking been done?	

Event Venue

Criteria	Control
Have you received offers for the venue?	
Is the venue already fixed?	
Has a contract been signed? (Have conditions, such as the number of participants, no-show fees and minimum guarantee, been checked?)	
Has the guaranteed number of participants been communicated?	
Have the rooms been specified? (number, number of people)	
Has the seating arrangement been determined?	
Have the need for podiums etc. been determined?	
Have arrangements been made for interactive areas? (grandstands, etc.)	
Is the venue accessible for people with disabilities?	
Is the capacity of the room sufficient?	
Is the equipment (projector, speakers, etc.) adequate?	
Have the locations for posters/banners been determined?	
Has convenient transportation been provided?	
Have the heating, cooling and seating arrangements been adapted to the needs of the participants?	
Have the user-friendliness of the toilets, cleanliness, consumables and accessibility for the disabled been checked?	
Have the emergency exits and fire extinguishers been checked?	

Technical Preparations



Criteria	Control
Have you received quotes for the technical equipment?	
Has the sound system/microphones (fixed, mobile, lapel) been adapted?	
Has the translation system been determined? (consecutive/simultaneous)	
Is the presentation equipment (projector, screen, laser pointer, PC) ready?	
Have the background, projector, LED screen and lighting been set up?	
Has a sign language interpreter been selected?	

Hotel and Transport Arrangements

Hotel

Criteria	Control
Has the hotel been selected? (Have you received other offers?)	
Has a contract been signed? (Have the conditions, such as the number of people, the minimum guarantee, etc., been checked?)	
Have you received an invoice? (Has the compatibility of the budget been checked?)	
Has the accommodation information been compiled? (date, name)	
Has convenient transportation been arranged? (Between the venue and the hotel)	
Is the hotel accessible?	
Is it suitable for gender equality and cultural diversity?	
Has an information letter been sent out? (Hotel check-in/check-out times, costs, etc.)	



Transportation

Criteria	Control
Have the ticket data been checked?	
Have the tickets already been purchased? (Is the final date already fixed?)	
Has a contract/quotation been obtained for the tickets?	
Has the budget for the tickets been checked for appropriateness? (In relation to the individual costs and the total budget)	
Has a budget been allocated for canceled tickets?	
Have the invoices for the tickets been received?	
Have ticket holders been identified?	
Have ticket details been provided to participants and experts?	
Have the associated tickets been checked?	
Have the tickets been sent to the participants and experts?	
Has the tickets for additional persons checked?	
Have the transfers for the experts organized? (group or individual)	
Have the details of the transfer passed on to the experts?	

Food/Catering Organisation

Criteria	Control
Have quotes obtained for meals and refreshments?	
Have meal expenses, bills and budget adherence been checked?	
Has the number of people counted? (Including extras)	
Has the menu been determined? (Have special needs been taken into account?)	
Have dietary restrictions, illnesses and sensitivities been taken into account (e.g. fasting, sensitivities to poultry/fish etc.)?	
Has the adequacy of refreshments been checked?	
Has an environmentally friendly water bottle been selected?	

Notes: _____

Experts and Guests

Criteria	Control
Have the experts been appointed?	
Has the pool of experts been reviewed?	
Has communication (meetings and e-mails) been established with the experts?	
Has the availability of the experts been checked?	
Have the task descriptions for the experts been drawn up?	
Have replacement experts been identified?	
Have the contracts with the experts been signed?	
Have the experts' CVs been collected?	
Has the report format been sent to the experts?	
Have the program and public personnel details sent to the experts?	
Have the experts informed about previous trainings?	
Has information about the participants passed on to the experts?	
Have the experts' CVs and photos collected?	
Has the visa invitation letter for foreign experts prepared?	
Have the flight tickets and accommodation for foreign experts been organized one month in advance?	
Have the needs for translators, hosts, etc. been covered?	
Has the internal information and the list of experts been updated?	

Announcement, Visibility, and Press

Visibility

Criteria	Control
Has the content for brochures, leaflets and posters been created?	
Has the graphic design been finalized?	
Is the print date suitable? (Have busy periods such as public holidays and New Year been taken into account?)	
Has a proof print been reviewed?	
Has the final proofreading been carried out?	
Has internal approval been obtained?	
Has compliance with the visibility guidelines been ensured?	

Announcement

Criteria	Control
Have the scope, content and purpose of the event/training been explained?	
Have the program, date and venue been announced?	
Have the application criteria been defined?	
Have the evaluation criteria and application deadline been defined?	
Has the application form been prepared? (Electronic)	
Has the target audience been defined? Has an open call been made?	
Have the invited participants been determined? (Including details of participant restrictions, free entry and costs covered)	
Has a sufficient application period been provided? (At least 1 month)	



Press

Criteria	Control
Is the preparation of the press complete? (speech, interview)	
Has the press release been prepared?	
Have visual material (photos, logos, etc.) been procured?	
Are the press list and contact information ready?	
Has a room been set up for the press corner and brochures?	
Has an information email been sent to the press?	

Training Materials

Criteria	Control
Are the training materials (brochure, booklet, etc.) ready?	
Has the printing been completed?	
Have the training presentations been sent to the experts?	
Has the budget for printing been checked?	
Have the certificates of participation been prepared?	

Sponsor and Stakeholder Relations

Criteria	Control
Have sponsorship proposals been made? (Officially and by email)	
Have meetings been held with the sponsors?	
Have the sponsors' requests been collected?	
Have the sponsors been finalized?	
Has a sponsorship agreement been prepared?	
Have the sponsors' wishes regarding visibility been fulfilled? (logos, etc.)	
Has sponsor follow-up been conducted on the event day?	

Notes: _____



Event Day and Follow-up

Event Day

Criteria	Control
Has the opening speech of the event been prepared?	
Was an information briefing given at the opening of the event?	
Has the timetable been checked?	
Has a rehearsal been conducted with the technical team and the moderator?	
Are the participant registration and reception teams ready?	
Has the translation system been checked?	
Have emergency contact numbers been provided to participants?	
Has the schedule been communicated to all experts and participants?	
Is the media team ready? (photography, video)	
Have arrangements been made for audio recording?	
Have refreshments been served at appropriate times?	
Has the closing speech of the event been prepared?	

After the Event

Criteria	Control
Has feedback been obtained from the participants?	
Has the list of participants been updated?	
Have reports been obtained from experts?	
Was a feedback meeting held with the sponsors?	
Was information about the event passed on to the press?	
Has the event report been prepared?	
Have the invoices and payments been checked (within budget)?	
Has the distribution of the remaining materials been completed?	

Notes: _____
