

SOCIAL FRIDAY'S INTELLECTUAL EVENT SURVIVAL GUIDE

You've found a charity and you know how to spend your Social Friday afternoon?
Then all you have to do is follow the philosophy of the three wise men Ben, Sam and Snoop.



*"By failing to prepare,
you are preparing to fail."*

1

Before the Event

What we think **Benjamin Franklin** really wanted to say:

"Make some handy listicles and fill the gaps!"

- ✓ List which **materials, tools, means of transport** etc. you will need - and how much of them. Your charity can surely help you with that.
- ✓ List all the **facilities** you can expect on site. Maybe even make a drawing of the location.
- ✓ List all the **people** you could **invite** additionally (e.g. business partners, collaborators, journalists)



*"How time flies
when one has fun."*

2

During the Event

What we think **Samuel Beckett** really wanted to say:

"Watch the clock and don't forget to rock!"

- ✓ **Be there before everyone else.** Allow at least one hour to prepare the location and set the mood.
- ✓ **Start on time.** Like in every good song you will need an intro. It can take up to 15 minutes to familiarize everyone with their role.
- ✓ Create an **orchestrated experience.** Empower all participants to contribute.
- ✓ **Keep in mind the encore.** After 2 to 3 hours - don't make it less - you will be overwhelmed by impressions and probably exhausted. Leaving the place as you have encountered it is mandatory though.
- ✓ Let your audience know how proud you are via **#SocialFridayActivity**



*"It ain't no fun if the
homies can't have none."*

3

After the Event

What we think **Snoop Dogg** really wanted to say:

"Spread the word and show us what you've got!"

- ✓ Send us a **short description** of the activity.
- ✓ Send us at least **10 photos**.
- ✓ Send us a **video** (30-120 seconds) - shot with a phone or professional camera.
- ✓ Complete the Social Friday **feedback form**.

Any more questions? Do not hesitate to contact us.

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www.socialfriday.org



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