

EVENT GUIDE

You are ready to host your first Social Friday event, and you wonder where to start? **Look no further.**

We prepared this document to guide you, so you can create an amazing experience for everyone involved.

Before the Event

- List the materials, tools, means of transport, and everything you'll need
- List the additional people to invite business partners, collaborators, journalists
- Send a Press Release

During the Event

- Be there for at least one hour to prepare the location, familiarize everyone with their role, and set the mood
- Start on time
- Make sure you don't leave any waste after you are done
- Post live and inspire via #SocialFriday

After the Event

- Send us a short description of the activity
- Send us minimum 10 photos
- Send us a video (30-120 seconds) – shot with a phone or professional camera

