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5 MONTHS AHEAD: FORM THE TEAM!

Start identifying who will be on your planning committee: Hold a kickoff planning meeting and continue to have weekly/biweekly meetings to maintain momentum and prepare. For example, we held an Open House meeting and invited everyone to come, learn and see if they want to participate.

3-4 MONTHS AHEAD: READY, SET, PLAN!

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Arrangements: Set the dates and duration of the Be the Change week, identify specific SDGs to the themes of the day.

Team: Brief departments and potential partners, and pick ambassadors from each team, assign roles and responsibilities, determine how you will communicate and start planning the event-MMUMes

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Tracking activity and evaluating the event is a great way to learn how you have engaged with the audience and how you can improve in the future. Find an evaluation method that will help you effectively track and measure the impact of your event, e.g. pre- and post-event surveys. Collect multimedia material to record the Be the Change week activities for your reporting.

2 MONTHS AHEAD: GET EXCITED!

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Determine what is needed to conduct the activities during the week and accommodate side events (space, equipment).

Set up an online registration system to start building a database of participants.

Compile a local resources guide (e.g. where people can bring a reusable food container for lunch instead of using a disposable one).

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Determine relevant topics for discussions (trends, importance of the issue for the participants/local community);

Choose speakers. We suggest starting with key figures and advocates for specific SDGs (e.g., environmental department of the local government, activists. Involve youth if possible).

Ensure participants' engagement online prior to and during the event:

Create topics for online discussion, allocate time for questions from the audience during discussions.

Think about ways to promote Be the Change before your event.

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Online: Build a website, start a social media group for participants (we used Facebook) and start teasing the event on your social media channels (Facebook, Twitter, Flickr, etc.).

Dissemination list: UN system, partners, media.

Announcements and updates: Create buzz and spread the word about Be the Change, share your plans for the week with participants, e.g. via iSeek/intranet, send a "save the date" announcement to your participant list.

Products and outreach: Develop promotional materials, e.g. pins, fliers, digital cards, video messages. Invite people to promote the hashtag #BeTheChangeUN.

Multimedia: Make sure you have the equipment and dedicated person to take pictures and videos during the week.

1 MONTH AHEAD: FINALIZE DETAILS!

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Confirm all details (arrangements, invitations, programme) against your master plan, ensure backup plans for any situation (rain, no-shows, etc.)
Check registration, side event and access arrangements.
Ensure all promo materials are ready and up (banners, posters).
Collect relevant contact details for team members working on Be the Change.
Use WhatsApp or a similar platform for fast communication and convenience.

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Finalize the programme for the event and post on your website.
Make sure all the activities are interactive.
Create promo flyers featuring programme highlights to post them around your workplace, inviting people to participate.

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Go big on social media! There's less than a month to go — post and share often in your participant group and on your public channels. Send an email reminding all partners that you are in the final countdown for Be the Change. Keep everyone updated and excited! Share the preliminary list of invitees, create digital cards for social media with short announcements about attendees of the events (keynote speakers, VIPs, etc.) and "Did you know?" tips on living sustainably.
Announcements and updates: Create buzz and spread the word about Be the Change. Share your programme with participants and partners through email or a social media story, send a "save the date" announcement to your dissemination lists.
Determine photo and interview opportunities during the week.
Keep sharing the information about Be the Change with partners and participants.

DURING: STAY FOCUSED!

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Send a "get excited" email the day before the week begins.
Each afternoon, send an email reminder with the next day's challenge and programme.

Ensure daily activities are on track, check if equipment and visual materials are in place.

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You planned a full programme —