Tips for Planning an SDG Action & Awareness Week Event

Below are questions to consider when developing your Sustainable Development Goals (SDG) Action & Awareness Week event, followed by an event checklist. When you are ready to share your event for promotion through UGC, please submit the form **here.**

SDG Week Event Planning Considerations

Decide on an event theme:

- Consider SDG/s or SDG-related topics that 1) appeal to a broad audience; 2) are discussed at a level appropriate for undergraduate students from around the world; 3) lend to expertise on your campus or within your community; and 4) have potential for follow-up action or additional learning.
- Consider what knowledge or next steps you would like to impart to your audience.

Decide on your event's format:

- What type of event would you like to host? Options include: a lecture, a panel discussion, an open/topical forum, a service event, or a networking event (and likely others!).
- Will your event be virtual, in-person, or hybrid?
- Who is your intended audience for this event?
- What date and time will work best for your moderator, panelists, and attendees? Consider setting and sharing these details early so that UGC has time to promote your event.
- If hosting a hybrid or virtual event, can it be recorded so attendees in different time zones can watch it?
- Does your event need a moderator or facilitator/s? What other organizational roles might be helpful in planning and executing the event?
- Will you need volunteers to help run the event? Could students or student groups collaborate with you in running the event?
- Will you require registration?
    - If so, are there questions your audience could answer to help shape the event?

Invite participants:

- Ensure you have diverse perspectives on your topic. Panelists/organizers can be students, faculty, or staff; can represent different departments or disciplines; and can include members of businesses, non-profits, or governments.
- Advertise your event in a variety of ways to reach the widest possible audience. Some options include: your campus calendar, student or department newsletters, social media, and professional organizations.
- Consider sending a Save the Date.

Event Checklist

More than 1 month in advance (recommended):

- Confirm event topic, speakers, and organizing team
- Confirm event date, time, and format (in person or virtual; panel, lecture, discussion, workshop, etc)
- If virtual: set up event link & set up registration (if desired); if in-person: confirm location

1 month in advance:

- Clearly outline your event flow and share with panelists/moderators for their input
    - You may want to include speaker biographies, sequence of introductions, and flow of discussion with approximate timing for each portion of the agenda
- Develop event graphics and accompanying text for promotion (use #UGCSDGweek or #universityglobalcoalition)
- Promote the event to potential attendees.

1 Week before:

- Increase marketing of the event (use #UGCSDGweek or #universityglobalcoalition on social media)
- Confirm date, time, and flow of event with event panelists
- Virtual: confirm who is managing event chat & Q&A

The day of your event:

- Ensure you have at least one additional colleague available for support, whether online or in-person
- Set a reminder to record your session (or set it up to record automatically)
    - Ensure in your opening notes that you let all participants know the session is being recorded and that their presence at the event constitutes consent to share their likeness or comments if they are on camera.
- Share a slide (provided by University Global Coalition) about UGC & SDG Week, including a disclaimer that recorded events may be shared on UGC's website
- Share a link to the SDG Week survey in the chat
- Post on social media about your event (use #UGCSDGweek or #universityglobalcoalition)

Follow-up:

- Share your event recording file with UGC (send to universityglobalcoalition@gmail.com)
- Share the link to your recording on UGC's website through social media
- Issue the short SDG Week survey, developed by UGC, to all who attended or registered

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Questions or suggestions? Contact universityglobalcoalition@gmail.com
Helpful Links:
Submit your SDG Week event for the UGC calendar
View previous SDG Week events for inspiration