

# POWER

We all have it.

**Ideas & Tips  
for a Successful  
Collaborative  
Public Event**

**Join Other Network Members to Foster Positive Power in Intimate Relationships!**

## **Introduction**

Public events are an important part of any awareness-raising campaign. During this year's 16 Days of Activism campaign, we are encouraging member organizations in each country to collaborate with each other in one or more public event around the regional theme. Working with others will not only help you to strengthen your in-country network of partners, but will also allow you to make a greater impact in your community and country. You can view the list and contacts of members in your country by visiting the Members page on our website: [www.preventgbvafrica.org](http://www.preventgbvafrica.org)

This brief guide provides you with some ideas for events that you can hold together with other organizations as well as tips for making those collaborative events successful. You can use one or more of the activity ideas in this guide, or create your own public collaborative event using the tips provided.

**Note:** Some of these events may be more challenging than others (e.g. discussion panels), so we urge you to pick those events which best suit your organization at this point in time. All of the activities will require proper prior planning, so be sure to connect with your partners well in advance to kick off the 16 Days preparations!

Do not hesitate to contact the Coordinating Office for any assistance or simply to share your stories. We wish you all the best in your 16 Days 2013 collaborations!

## **How Are You Using Yours?**

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## Great Ideas for Collaborative Events

All of the activities below are examples of public events that could be enhanced by collaborating with others. Make it a fun experience for yourselves and your communities. Only do that activity or activities which you feel you will be able to meaningfully implement with your group of organizations. Use your power with other organizations to carry out one or more of the events below!

### 1. Traditional Public Launch of 16 Days of Activism against Violence against Women

This is a great way to create awareness about the 16 Days, build solidarity and campaign across your country. By partnering with other organizations in a launch of 16 Days in your country or city, you bring greater attention to the importance of the issues.

### 2. "Power Acts" and "Power Words" Murals in Public Spaces or Offices

During the 16 Days of Activism 2013 we will be using 'Power Word' and 'Power Act' cues to highlight positive examples of power and how power can be balanced in relationships between men and women.

- A **Power Act** is any positive action you or others commit to taking to create happier, healthier, violence-free relationships.
- **Power Act** examples: listening to your partner; having a conversation about what you want in your relationship or family; questioning power imbalances in your relationship, etc.
- A **Power Word** is any positive word that encourages us to think of ways that we can use power positively in our relationships and in our lives. We want to positively redefine what we think power means (particularly in the context of relationships).
- **Power Word** examples: equality, love, respect, etc.

Collaborate with partner organizations and organize a public event that involves community members creating a mural by writing their **Power Acts** or **Power Words** on a wall or banner. You may also choose to work with an artist to draw pictures that match the words written.

- Get a large white cloth and some cloth paint (you can use markers on white cloth if you do not have paint). Put the cloth up in a public space or a communal office space. You might also opt to use a public wall (make sure you have the required permissions).
- Mobilize and gather community members in large numbers.
- Encourage staff and the public to a) write brief statements or draw images on the mural of how they will use their power positively in relationships (**Power Acts**) or b) write words or draw images that describe using positive power in relationships and life (**Power Words**).
- Send a photo of your completed mural to the GBV Prevention Network at [info@preventgbvafrica.org](mailto:info@preventgbvafrica.org) and/or post it directly on the GBV Prevention Network Facebook page [www.facebook.com/GBVPrevNetwork](https://www.facebook.com/GBVPrevNetwork) for the whole world to see.
- Make the activity fun and interactive and engage people in discussions of positive uses of power in relationships!

### 3. "Organizational Power" Workshop for Network Members

- Organize a one-day workshop where groups of women and men from different organizations can participate in different activities suggested in the Kit. Use posters, quick chats and discuss the issue of power imbalances in intimate partner relationships.



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- Conduct the New World interactive activity from the Action and Advocacy Kit to enhance the workshop. This is a great activity for organizations addressing violence against women to get to know each other and discuss the concept of power in a structured way during the campaign.
- Invite other stakeholders to participate in the discussion and activities, e.g. staff from corporate organizations.

## 4. Discussion Panel in Conjunction with Departments of Gender at National Universities

- Universities are great spaces to begin the discussions on power and violence against women. Create a panel discussion on the theme of this year's regional 16 Days campaign for students and the public at the department of gender of a national university, working closely within the department of gender and related departments.
- Center the discussion on the benefits of non-violence and have a conversation on how balancing power between women and men creates healthier relationships and happier families.

## 5. Community Drama

- Draw crowds to your issue by putting on a drama related to this year's theme in your community.
- Use the 'New Beginnings!' drama script (included in the 16 Days Action and Advocacy Kit) which portrays real life situations on how we use power in our intimate partner relationships.
- Practice the drama with a local drama group before performing.
- If you want to create your own drama for the campaign, make sure to read the drama tips in the kit to create a positive and effective drama.
- Use the facilitation questions in the drama to open a dialogue about power imbalances between men and women as a root cause of violence against women by pausing at the end of every scene to ask community members these thought-provoking questions.
- Ask people to reflect on their personal relationships and those around them and think of ways they can make their relationships more trusting, loving and respectful.

## 6. March and Mobile Van

- Gather as many people as possible to march through a busy part of town on one of the 16 Days of Activism. Make sure you have all the right permissions from the authorities in your town or city before conducting the march.
- Hire a van with a loudspeaker to follow the march.
- Use the van to spread information about non-violence by having an entertaining person (e.g. a person on stilts) shouting pre-written slogans about using power positively and encourage people along the way to join in the march!
- Play catchy and popular music from the van at various intervals so that the marchers and bystanders can dance and have fun!
- Display banners, hand out flyers, stickers and ribbons so that bystanders will know why you are marching!

Let's work together and join our power to create happier, healthier relationships and prevent violence against women.



## Tips for Organizing a Successful Public Event

**Plan, plan, plan!** The key to a successful event is to plan carefully and thoroughly in advance. We hope the tips below will be useful in helping you to plan and organize your collaborative event.

### Step 1: Establishing Partnerships

1. Decide which activities your organization would like to carry out for the campaign.
2. Identify and contact organizations with whom you would like to collaborate. View the list of Network members in your country or city by scrolling through the Members page on the Network website ([www.preventgbvafrica.org](http://www.preventgbvafrica.org)).
3. Call a meeting with potential partner organizations to discuss ideas for joint 16 Days public events. In the meeting agree by consensus on the type of event and activities to be conducted and select contact persons from each organization to form the activity team.
4. Have a discussion with the activity team on resources, finances, staff time and other logistics. This may require more than one meeting.
5. Develop a work plan with clear deliverables, responsible persons and timelines. Put in place one contact person who will be responsible for ensuring all activities in the work plan are accomplished in accordance with the set timelines.

### Step 2: Planning the Public Event

1. As a team, choose a well-known, accessible public place to hold the event and seek permission from relevant authorities.
2. Mobilize everyone you know! Invite staff of your organizations, other NGOs, CBOs, groups and community members to come to the event.
3. Publicize widely: send invitations through email, SMS, and telephone calls, hand out small bulletins, announce on the radio, etc.
4. Remember to include where, when, what and who, in the invitation.
5. Make flyers to let people know about the event: what it is about, where and when it will be held.
6. Get Coverage! Invite the media to the event – discuss talking points, set up interviews, and share story options with them. Use the press release and media talking points to assist you in these discussions.
7. Make sure you are well prepared to speak with the media. Agree which individuals will answer questions from the media and discuss the talking points with them.
8. Follow up all tasks such as hiring public address systems, getting chairs, finding a guest of honour, writing her/his speech etc.
9. Invite stakeholders from relevant institutions and remember to research on appropriate protocol for officials from government.
10. Check all electrical equipment and power sources, prior to the event.
11. Assign roles for the day of the event e.g. registration, handling guest speakers etc.

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## Step 3: Implementing

1. Have a motivational team meeting just before the event to energize the team.
2. Arrive early to the space to prepare all equipment and logistics
3. Ensure the overall coordinator of the activity is in touch with all persons on the team so they can check in on the progress of the activity.
4. Make sure staff are in their assigned locations to greet guests, follow up with logistics, register and usher people etc.
5. Thank everyone for coming.
6. Conduct a team celebration after the event.

## Step 4: Follow Up

1. Hold a meeting after the event to discuss how it went, lessons learned, necessary follow up etc.
2. Congratulate everyone on the team, acknowledge and appreciate everyone's contribution to the event.

Be positive! Working with other organizations will present challenges, but it also presents many opportunities to do great work and amplify your impact.

Wishing you successful collaborations for 16 Days 2013!

