
EVENT PLANNING

10-12 days

SHARING THE INFORMATION

OVERVIEW

We highly recommend that students have the opportunity to share their work with their peers, teachers, and the broader community. An authentic opportunity to share their work beyond the classroom allows students to feel greater pride in their work, receive feedback, and urge others to help them in the quest to create change. In addition, it creates a sense of activism and pride at the school. This mission is accomplished to an even greater degree if the students, themselves, are involved in the creation of an event at which they can showcase their work.

In order to attract the maximum participation from other teachers and students, an event at the school is encouraged, although an event elsewhere may elicit a larger community response. In either case, a venue for the event, as well as a budget (or in-kind donations), should be secured well before the beginning of the “Event Planning” phase of the curriculum; in many cases, months of planning are necessary to secure these resources.

The Event Planning unit also allows students to learn about public relations and marketing; the connection between both fields and politics should be discussed. You may also choose to raise money at the event, and funds can either go to the students’ projects or towards a charity agreed upon by the students. Even if funds are raised, the primary importance of the event—which should be stressed to students—is for them to exhibit their work and spread their ideas; any other goals (be they financial or otherwise) are secondary.

The event itself should also reflect this position, with appropriate temporal and spatial considerations.

COLORADO CIVICS STANDARDS ADDRESSED: 4.3, 4.3, 4.4

SAMPLE JOURNAL QUESTIONS

- What about your issue do you think will most draw people to your work at the event? Why should, or will, people spend their time on your issue versus others?
- What will draw people to the event? How can entice more people to come?
- What successful events have you attended? Why were they successful? What can you do to emulate them?
- What do you think are the best types of media exposure? Why?

RESOURCES

Blacktie-Colorado, www.blacktiicolorado.com
Your Hub, www.yourhub.com

