

How to be a great host

I AM
AND
I WILL



A quick guide to
creating an awesome
World Cancer Day event

worldcancerday.org



World
Cancer Day
4 February



**A World
Cancer Day
activity or
event is one of
the best ways
to show your
support.**



Getting started

What's your aim and goal?

Each World Cancer Day event and activity is unique.

For many, it's all about bringing together the community to raise awareness. For others, the big motivation is to fundraise for a good cause. And for some, it's all about getting the media talking.

However big or small, the one thing in common about World Cancer Day events is that it gets people talking and learning about cancer.

Whatever your activity or event, decide what your organisation, community or business wants to achieve.

When?

Make sure your activity is in and around World Cancer Day, 4 February so we can all join in together.

Where?

World Cancer Day activities can take place anywhere – in a lecture hall, in a park, in a shopping mall, on social media – wherever you can get people together.

What's your passion?

Use your passion to fuel your ideas to mark World Cancer Day.

If you love cooking, why not organise a healthy cooking class for friends and colleagues? If you enjoy getting active, organise a fun walk or run for your town or city. If you like to read, invite book clubs to read a book around the topic of cancer and discuss it together on World Cancer Day. If you love technology, host a competition to see how you can create new technologies to make the lives of those living with cancer that much easier.





Who to get involved?

Get as many people as you can to join in – it's World Cancer Day after all.

- **Family, Friends & Colleagues:** Anyone you think will be passionate about planning an activity together
- **TV & Radio:** Reach out to your local radio station and ask them to MC your event or ask your local station for free public announcements about your activity
- **Local businesses:** check if businesses around you can donate good and services such as your event venue, catering (make sure it's healthy), prizes, printing of materials etc.
- **Cancer organisations and charities:** ask your local or national cancer organisation for brochures and flyers to hand out at your event
- **Healthy help:** reach out to health-related businesses like pharmacies, farmer's market, gyms and yoga studios to help you out with promotion, sponsorship or activities
- **Helping hands:** contact your local community, schools or universities if you need volunteers
- **Represent!** Invite your local representative or Mayor to make a welcome speech
- **Clubs:** whether your book club, supper club, sports club, scouting club or any other club, get them involved too



What next?

Get planning

It's never too early to get planning. We suggest starting your planning as early as October.

You may need plenty of time to engage partners and sponsors, to confirm a venue, to decide who in your planning group is responsible for what, and to plan out your communications and promotion.

Add your activity to the Map of Impact

Show the impact you're making with your activity and inspire others by adding your event to the Map of Impact. worldcancerday.org/map

Spread the word

Take advantage of all the materials provided on the World Cancer Day website, including posters, social media banners, logos and branding resources.

Hashtag it

Don't forget to use the official hashtags [#WorldCancerDay](https://twitter.com/WorldCancerDay) and [#IAmAndIWill](https://twitter.com/IAmAndIWill) in all your communications on social media.

For more tips, download the Social Media guide at worldcancerday.org/materials



Need more inspiration?

See what supporters are doing for World Cancer Day at:

worldcancerday.org/map



Thank you for supporting World Cancer Day.

For more information and the latest news, sign up to our newsletter at worldcancerday.org

Have questions? Email us at hello@worldcancerday.org



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World Cancer Day is an initiative of the Union for International Cancer Control.



Visionary
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