

How to guide: Organise an event

An initiative of



**World
Cancer Day**
4 February

#IAmAndIWill
worldcancerday.org



**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





The virtues of going virtual.

Physical gatherings may not always be possible. But, with technology, creative thinking and some forward planning, you can host an equally engaging and impactful World Cancer Day event online.

Engaging an online audience

Having interesting and unique content and good speakers definitely goes a long way to holding the attention of your audience. If you're hosting a webinar or other virtual workshop, conference or presentation, there are definitely ways to make your online event as engaging as possible.

- Personalise the experience by using video to show the faces of your speakers, your team and attendees
- Promote a dedicated event hashtag (e.g. #WorldCancerDayLive) and encourage attendees to live tweet/post along during your online event
- Share questions, relevant links and quotes in the chat or comments section
- Poll your audience for their feedback and thoughts using voting tools
- Try virtual breakout rooms for greater, in-depth discussions
- Collect participants' input using a shared, online whiteboard feature
- Offer your audience the chance to ask questions directly to the speaker
- Aim to start on time so that you don't lose your audience in the first few minutes



Go live with Live streaming.

Live streaming on social media can be an engaging and dynamic way of hosting an online event – and it’s a great opportunity to authentically connect and interact with your community. Major social media platforms offer a straight-forward, accessible and free way to stream your event live.

Below is a quick look at the different live stream features across the major social media platforms. These features are frequently updated, so make sure to check the official webpages for the latest guidance.

Facebook Live

Facebook Live has some really sophisticated features and is a popular choice for live streaming. Some things to keep in mind:

- Facebook allows you to stream up to eight hours continuously from a desktop and four hours from a mobile device
- To bring in guests anywhere around the world into your live stream, you'll need to use Facebook's Live Producer in addition to another platform

recommended by Facebook. Currently, only one guest at a time can be brought into the live stream. However, using a video conferencing tool that can live stream to Facebook (such as Zoom), allows multiple guests at the same time

- With Facebook's Live Producer, you also have the opportunity to embed the live stream on your website, as well as cut and edit your video after live streaming before posting it to your timeline
- Facebook Live has also added some helpful features to engage your audience, such as live polls.

More on setting up Facebook Live:
facebook.com/facebookmedia/solutions/facebook-live

Instagram Live

Instagram Live offers a simple and intimate way to live stream to your followers. If you're looking to do a short Q&A, one-on-one interview, workout, or tutorial etc., it's a great platform to stream from. Like many of the other social media platforms, Instagram Live allows your audience to interact by adding comments, as well as giving likes and reactions. A few things to keep in mind:

- Instagram allows live streams of up to one hour at a time
- You can only invite one guest to join you at a time
- Instagram Live offers the ability to automatically moderate offensive comments, as well as the option of turning off the comments feature altogether
- Once your live stream ends, you have the option to save and reshare your live video

More on setting up Instagram Live: help.instagram.com/292478487812558



TikTok Live

Going live on TikTok appears relatively simple and straightforward and is a great way to engage your TikTok audience for a longer time period. Unfortunately, not everyone can go live on TikTok but this may change as TikTok makes the live stream service more widely available.

- Currently, you'll need 1,000 followers or above to live stream
- TikTok appears to limit the number of users that can go live at any one time
- For now, TikTok doesn't let you keep your live videos after you've streamed it
- There doesn't appear to be a time limit on TikTok live streams so technically you could live stream all 24 hours of World Cancer Day!



Think Hybrid

Even if you are planning a traditional event, consider streaming all or parts of your event to an even wider audience, particularly if you have to limit your physical audience. Having a mix of both in-person and online components to your event also offers more flexibility. Speakers or special guests may not always be available to travel and attend your event, but they may be willing to speak via a live video stream.

Simple steps to boost your internet speed

A good quality viewing experience relies on a fast, stable upload speed. Here are a few tricks to help reduce the dreaded delays, buffers and freezes:

- Get a wired connection which offers a steadier connection than your normal WIFI connection
- Disconnect other devices such as computers and laptops from your network that you won't be using during the Live stream
- Quit all other programmes and applications on your computer that you don't need
- Run the latest updates on your computer and software

Source: restream.io/blog/what-is-a-good-upload-speed-for-streaming/

Looking for ideas?

- Live stream Ask Me Anything Q&A with experts
- Virtual quizzes
- Online music concerts or book and poetry readings
- Live workout sessions (e.g. Zumba, Yoga, Tai Chi)
- Virtual behind-the-scenes tour of your research lab or hospital
- Online tutorial by your staff, employees, volunteers





Top 10 tips for a smooth virtual event

1. Choose a time that is most convenient to your audience
2. If appropriate, appoint an event host to introduce guests and speakers, moderate times and field questions
3. Make it easy for attendees: to register, to remember it's happening and to join on the day
4. Make sure presentations are readable on a mobile device
5. Dedicate time to rehearse with all team members, guests and technical staff if you can
6. Test, test, then test some more: check your workflow, audio quality, video quality, lighting quality and backgrounds
7. Host your online event over stable, high speed internet connection. (See *Simple steps to boost your internet speed*)
8. Ensure ready access to an electrical power source and backup batteries for all AV equipment, including computers and cameras
9. Have a tech person ready on the day and on hand to troubleshoot any technical issues
10. Digital events don't have to be high production and expensive to be engaging. If it's your first time hosting a virtual event, the simpler, the better.



Get inspired

Celebrities take over digital screens in Singapore

Singapore Cancer Society filmed celebrities, influencers and supporters putting on their 'I Am and I Will' boxing gloves and making a pledge to fight cancer. The star-studded promotional video was broadcasted on giant LED digital screens at two popular tourist destinations, while the Singapore Cancer Society extended the campaign to social media, including hosting a competition encouraging followers to post and share how they will commit to fighting cancer for the chance to win a small prize.

India and the United States join forces for press webinar

To mark World Cancer Day, the Cancer Foundation of India in collaboration with the Harvard T H Chan School of Public Health and

the American Cancer Society hosted an exclusive webinar on cervical cancer for over 70 health journalists from regional news outlets across India. Journalists also had the chance to hear from Sangeeta Gupta, a cancer survivor who shared her empowering story.

Colombian Ministry of Health takes to Facebook Live

Garnering over 3,000 views, the Ministry of Health of Colombia hosted a Facebook Live broadcast for World Cancer Day. The broadcast featured a panel of cancer experts, among them including the Director of the National Cancer Institute, who offered a robust discussion around cancer. The experts helped to answer questions about cancer, including its signs and symptoms and ways to reduce cancer risk factors.





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 Activities

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



facebook.com/worldcancerday



instagram.com/worldcancerday



twitter.com/uicc



youtube.com/worldcancerday_official

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



Visionary
partners



Champion
partners

