

How to guide:

Organise an event



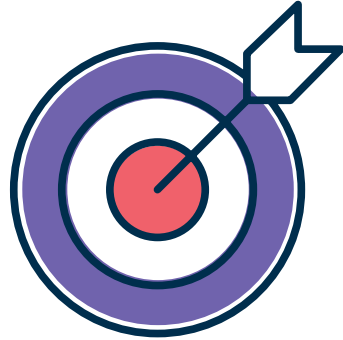
World
Cancer Day
4 February

#CloseTheCareGap
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.

Set your target

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



Project Pink Blue

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



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 8 hours continuously from a desktop and 8 hours from a mobile device.

To bring in guests anywhere around the world into your live stream, you’ll need to use the [Live With feature](#)

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: www.facebook.com/business/help/626637251511853

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:

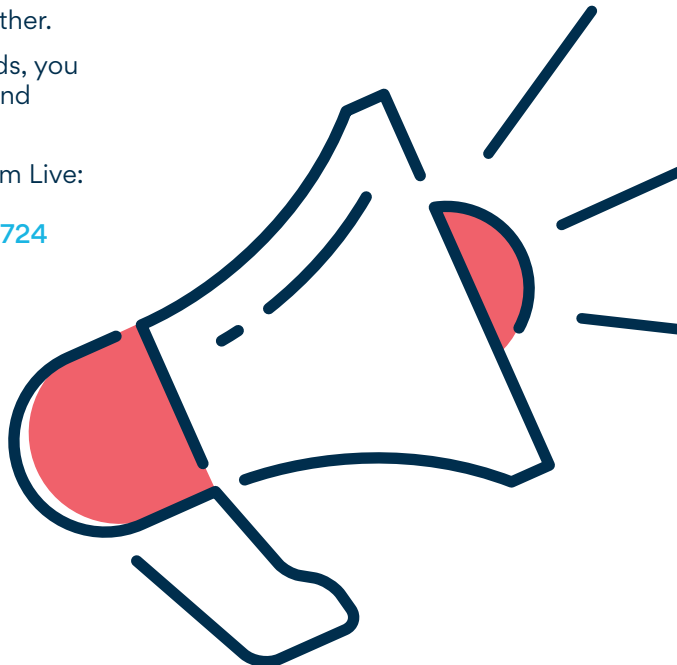
- Instagram allows live streams of 4 hours.
- You can only invite up to 3 guests.
- Instagram Live offers the ability to automatically moderate offensive comments, as well as the option of turning off the comments feature altogether.
- Once your live stream ends, you have the option to save and reshare your live video.

More on setting up Instagram Live: www.facebook.com/help/instagram/524668988444724

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.

- Currently, you'll need 1,000 followers or above to live stream.
- After ending your LIVE, the recording will be available in **Settings and privacy > LIVE Replay**. You can then choose to replay your LIVE, download it to your device, or delete 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: <https://vimeo.com/blog/post/building-your-streaming-setup/>

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
- 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 need high production to be engaging. If it's your first time hosting a virtual event, the simpler, the better.

Get inspired

Asking oncologists anything online in Tanzania

The Aga Khan hospital in Dar es Salaam, Tanzania organised an online information session called “Ask our oncologists anything about cancer”, which focused on the Close The Care Gap theme and opened the floor to discuss barriers and access to healthcare, screening prevention, awareness and vaccinations. The live session took place on the hospital’s Facebook and Instagram channels.

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.

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.

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** and **#CloseTheCareGap** in all your communications on social media.

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

Need some 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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 [worldcancerday_official](https://www.youtube.com/worldcancerday_official)

Visionary Partners



Champion Partners



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

