

## Organising Community Legal Education Activities

There is always a lot to remember and to do when organising a CLE activity such as a workshop, forum or performance. How do you ensure that you do all that needs to be done, do it when it needs to be done and to the required standard?

The answer – checklists!

### Venue

- Book the venue as far as possible in advance
- Confirm the booking closer to the date
- Accessibility considerations - for people who have a disability, parents with prams
- Proximity to public transport
- Availability of car parking – including disabled parking
- Keys
- Security
- After hours access
- Size – is it large enough to comfortably seat the expected audience and to allow you to run the planned activities. Is it too big?
- Heating, air conditioning, fresh air
- Lighting – inside and outside
- Acoustics, sound system, microphones, hearing loop
- Tables and chairs
- Lighting – inside and outside
- Kitchen facilities – urn, oven, refrigerator, microwave, crockery, cutlery, serving plates
- Toilets – including disability accessible toilets, baby change facilities, toilet paper, soap, hand towels/drier
- What equipment is provided?
- Power points – number, location
- Noise from other sources
- Privacy
- First aid equipment
- Access to telephones
- Arrangements for set up and cleaning

### Booking and confirmation arrangements

- Booking procedure clearly advised in promotional materials
- Reception/administrative staff advised of event and booking procedure
- Capacity to provide for special requirements is clearly stated – childcare, dietary requirements, interpreters, etc.
- Booking sheet prepared – required participant details are clearly indicated eg name, address,

organisation, telephone number, email address, how they heard about the event, special requirements

- Booking confirmation letter/ advice prepared – date, time, venue, parking, public transport access, what to bring, contingencies, etc.
- If there is an extended period between bookings and the event, a reminder letter, phone call or email may be useful

### **Equipment**

- Whiteboard
- Screen
- Data projector
- Laser pointer
- Computer/lap top
- Overhead projector
- Television
- DVD/video player
- Camera
- Microphone/speakers
- Photocopier
- Extension cord
- Power board
- USB – with power point presentation saved on it
- Banner
- Worker name tags
- Spare globes, batteries, etc.

### **Materials**

- Participant booking and attendance sheets
- Workshop materials – workshop outline, presentation notes, handouts, overhead transparencies, DVDs, pamphlets, equipment for activities and games, evaluation sheets
- Evaluation/feedback sheets
- Business cards/ organisational pamphlets
- Butchers paper
- Whiteboard markers/eraser
- Pens
- Writing pads
- Blu tack
- Name labels
- Tissues
- Signs

### **Special Requirements**

- Childcare
- Interpreters
- Note takers
- Physical access
- Hearing loop
- Attendant carers
- Dietary
- Transport
- Staff/participant ratios

### Refreshments

- Are there any relevant health and food service regulations?
- Special dietary requirements – medical, personal, cultural/religious reasons
- Catering booked/organised – times and numbers confirmed
- Tea, coffee, sugar, milk, cold drinks, biscuits, lollies organised
- Plates, cups, glasses, cutlery, serviettes, water jugs, serving implements, tea towels, dishwashing liquid, plastic wrap
- Equipment – oven, refrigerator, urn, storage containers

### Presenters/Speakers

- Attendance confirmed
- Venue, times, parking, etc. advised
- Briefed regarding expectations of their participation, audience, other speakers/activities
- Equipment and materials required confirmed
- Biographical information – obtained if required and checked for accuracy
- Preferred form of address confirmed
- Payment or thank you gift arranged
- Arrangements made for follow up discussion and feedback
- Thank you letter sent

### Timing

- Clear timelines set and advised
- Regular breaks incorporated into timetable
- Person allocated task of keeping track of time
- Clock in clear sight of presenters/facilitator

### Working with other organisations

- Respective roles and responsibilities clearly stated and understood
- Clear communication channels
- Follow up phone call/meeting arranged to discuss how things went, to obtain feedback, finalise administrative arrangements and to express appreciation for assistance

### Contingencies

What if?

- The main speaker is unable to attend or is running late?
- There are low bookings?
- The weather is inclement?
- The planned activities take longer than expected?
- The data projector doesn't work?
- ...?

### Event Follow Up

- Read through feedback/evaluation sheets – make notes about what worked well and suggestions for next time
- Follow up partner organisations, presenters, others who assisted – feedback and thanks
- Prepare a project/activity summary for your centre records
- Ensure that copies of educational materials/products, promotional materials, feedback and evaluation are kept on file
- Enter activity information into CLSIS or other relevant data collection tool

### Promotion

Promotional strategies require advance planning and careful consideration of the target audience. If people are not aware of the CLE activity or product then it is unlikely that they will attend or access it. Some avenues to consider are:

- CLC website
- Brochures etc, - in waiting room, through other local/relevant organisations, distributed by paid staff and volunteers to relevant clients
- Posters – displayed in key organisations, venues and locations
- Group email
- Direct mailout – organisations, individuals
- Local council websites and newsletters - community events calendar
- Websites and newsletters of other relevant organisations
- Local newspapers – media release, “What’s On” column, paid advertising
- Statewide newspapers, radio and television
- Targeted media outlets – such as foreign language newspapers
- Community television and radio, including CLC programs
- Letterbox drops
- School newsletters
- Service and social clubs
- Networks
- Assistance from partner and funding bodies
- Community leaders – word of mouth.

#### FURTHER READING & RESOURCES

---

- Law & Justice Foundation of New South Wales, Website – Legal Information – Pathways, <http://www.lawfoundation.net.au/information/target>
- Moriarty, P. (2008) *Marketing Your Organisation*, Federation of Community Legal Centres CD & CLE Mini Conference (power point presentation slides/notes), Our Community, Melbourne
- Victorian Government, Event Checklist, Department of Premier and Cabinet [http://www.dpc.vic.gov.au/CA256D800027B102/Lookup/CommsToolsEventChecklist/\\$file/Event%20Checklist.doc](http://www.dpc.vic.gov.au/CA256D800027B102/Lookup/CommsToolsEventChecklist/$file/Event%20Checklist.doc)
- Victoria Law Foundation – for information and resources about the development of publications to support community legal education.