WOMEN DELIVER 2023 CONFERENCE

WOMEN DELIVER GLOBAL DIALOGUE

Best practices for hosting in-person and virtual WD2023 Global Dialogue events.

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INTRODUCTION

The Women Deliver 2023 Global Dialogue is an interactive space for advocates from around the world to come together during in-person, virtual, and hybrid events to discuss and take action to address the gender equality issues that matter most to them in the lead up to the Women Deliver 2023 Conference (WD2023) taking place in Kigali, Rwanda and online from 17-20 July 2023.

Through the Global Dialogue, advocates will engage in a wide range of activities—from workshops, to online discussions, to networking events—in order to exchange knowledge and take action on girls' and women's rights issues. The Global Dialogue is supported by WD2023 Regional Convening Partners, who are playing a leading role in convening advocates in the Americas, the Middle East and North Africa, Southern Africa, Asia, and the Pacific Region before, during, and after the Conference.

The objectives of this toolkit include:

- Defining and clarifying terms used in reference to different aspects of the Global Dialogue.

- Optimizing engagement and increasing the impact of Global Dialogue events, including meetings, workshops, and sessions held in person or on virtual platforms.

- Providing tips on how to foster constructive dialogue and improve the accessibility and inclusivity of all Global Dialogue events.
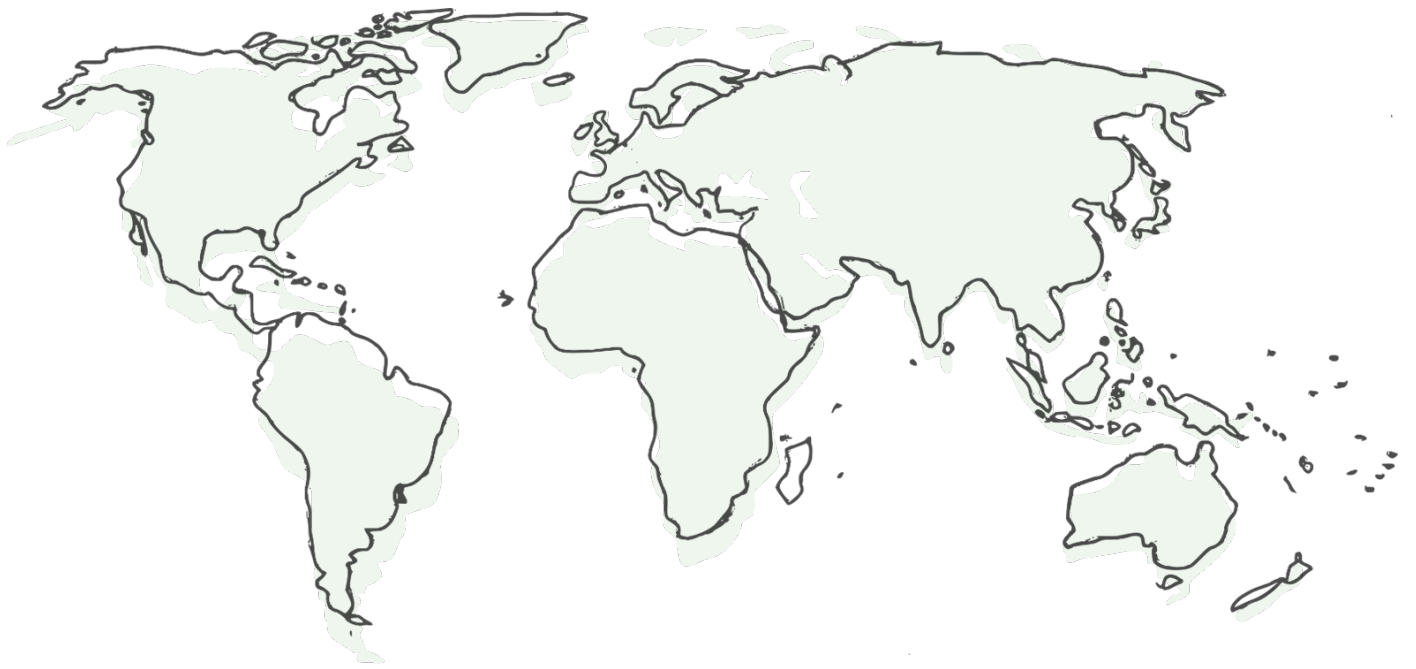
ABOUT THE WD2023

GLOBAL DIALOGUE

Women Deliver brings advocates together to demand gender equality and the full suite of sexual and reproductive health and rights (SRHR) for all people, everywhere. Our goal is a world where girls and women, and particularly adolescent girls in their most formative years, have full control over their bodies and their lives.

What is the Global Dialogue? At the outset of planning WD2023, we committed to developing an inclusive, diverse, accessible, and consultative convening that is co-led and co-created with young people, grassroots organizations, and partners around the world. As part of this commitment, Women Deliver is pleased to launch the Global Dialogue: an opportunity for mobilization, engagement, and collaboration at all levels in the lead up to the Conference. The Global Dialogue will leverage diverse and accessible social platforms alongside more traditional forms of activism to bring greater visibility to girls' and women's rights issues. **Our shared goal?** Build a stronger movement for gender equality, driven by the needs and priorities of communities around the world, through workshops, community dialogues, networking events, and more.

Who is leading the Global Dialogue? The Global Dialogue is led by champions for gender equality around the world (like you!), who want to support advocates in gaining the knowledge and skills they need to address the most pressing challenges to girls' and women's rights in their own communities, countries, and regions. By connecting advocates in countries and regions around the world, the Global Dialogue will strengthen and bridge context-specific discourse and drive action on diverse gender equality issues.

Key elements of the Global Dialogue

Community events

Global Dialogue events are dedicated advocacy spaces for community members to participate in agenda setting and inclusive conversations. For example, community events may include storytelling, book clubs, calls to action, and trainings in any of the Conference's thematic areas that the community is interested in or could benefit from.

Regional convenings

During Women Deliver's Global Community Consultation, we learned how important it is for advocates to share progress, exchange ideas, and solicit feedback within their own regional context. Women Deliver is working with Regional Convening Partners, including the Victorian Government, in partnership with the Commonwealth of Australia; the Asian-Pacific Resource and Research Centre for Women (ARROW), Malaysia; the Arab Institute for Women at the Lebanese American University; the City of Bogotá, Colombia; and South Africa's Ministry of Women, Youth and Persons with Disabilities. These partners will lead on mobilizing and convening advocates within their region to advance conversations around gender equality as part of the Global Dialogue.

Interested in connecting with WD2023 Regional Convening Partners? Please reach out to Valerie Awino, Advisor for Global Dialogue and Regional Convening Partners, at vawino@womendeliver.org.

Rwandan mobilization

Women Deliver is working closely with the Ministry of Gender and Family Promotion (MIGEPROF), civil society organizations, and UN Agencies in Rwanda.

Interested in connecting with Rwandan civil society organizations? Please reach out to wd2023@womendeliver.org.

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Spreading the word about the Global Dialogue

Women Deliver's amplification of Global Dialogue events

We want to hear from you! Women Deliver will share and amplify conversations happening during the Global Dialogue on an agenda featured on the WD2023 Global Dialogue webpage.

Women Deliver will also aim to promote events, as possible, across our social media channels using social media assets and language provided in advance by event organizers. Please let us know what you're planning and share any social media assets and language you have developed to promote your event by filling out this form in English, French, or Spanish, no later than two weeks before the event is scheduled to take place.

Global Dialogue Gallery

The Global Dialogue Gallery will showcase the power of collective action by highlighting photos of Global Dialogue events taking place in communities around the world. We look forward to receiving your photos with a short description of the event and the names of the individuals featured in the image. **Please complete this consent form and upload the form, your photos, and their descriptions within a new folder, labelled using the title and date of your event, to this Google Drive.** Photos and descriptions will be shared by our team on the Women Deliver Flickr account, and, capacity permitting, on social media.

*Please note that community events are not created in partnership with Women Deliver, unless otherwise denoted, and Women Deliver is therefore not responsible for these events. Please reach out to event organizers directly if you have any questions.

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ACCESSIBILITY, INCLUSION & REASONABLE ACCOMODATION FOR PERSONS WITH DISABILITIES

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Accessibility means taking appropriate measures to ensure access for persons with disabilities, on an equal basis with others, to the physical environment, to transportation, to information and communications, including information and communications technologies and systems, and to other facilities and services open or provided to the public, both in urban and rural areas. These measures include the identification and elimination of obstacles and barriers to accessibility.[1]

One in five women around the world have a disability,[2] and experience additional barriers to fully participating in conversations around gender equality. Taking concrete steps to make events and meetings accessible is crucial to ensuring that girls and women with disabilities feel heard, seen, and able to express their concerns. Before holding a Global Dialogue event, please consult the below guidelines, which should be adopted in line with your context, capacity, and need. More details on the below guidelines, developed by the Inclusive Generation Equality Collective, are available here.

1. *Engage with persons with disabilities and organizations of persons with disabilities when planning your event*

   Persons with disabilities are the best positioned to articulate the reasonable accommodations that they require based on their own expertise and lived experience. They should be involved in every stage of planning an event—from conceptualization through execution. We recommend reaching out to an organization of persons with disabilities (OPDs) in your area or region for support in ensuring that your event meets the diverse needs of persons with disabilities.

[1] https://www.un.org/development/desa/disabilities/convention-on-the-rights-of-persons-with-disabilities/article-2-definitions.html
[2] World Report on Disability (who.int)

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2. *Provide reasonable accommodation as needed and requested*

Providing reasonable accommodation is essential for the equal and meaningful participation of persons with disabilities in events. We recommend carrying out an assessment (e.g., a survey) in order to better understand the diverse needs of your audience. Remember, any information disclosed by participants must be voluntary.

3. *Providing reasonable accommodation is a learning process*

As you continue to engage with and organize events, you will learn along the way! By engaging persons with disabilities and OPDs, and consulting online resources, you will develop your capacity to identify what reasonable accommodations your audience requires.

Now that you've done the groundwork to understand the needs of your audience, what are the requirements that should be met to guarantee a participatory and inclusive event for all?

Communications materials

- ✓ Send invitations in an accessible format and request that participants share reasonable accommodation or accessibility requirements with event organizers.
- ✓ Document accessibility requirements for each registrant confidentially and follow up with registrants for more details where required; ensure that event staff are aware of and prepared to implement accessibility requirements during the event.
- ✓ Ensure all meeting materials follow general accessibility standards for readability, e.g., type of font, font size, color contrast, etc.
- ✓ Determine which participants require meeting materials in specific formats. Ensure that these participants are provided with materials in the format that works best for them ahead of the event.
- ✓ Book sign language interpreters, captioners, and notetakers well in advance. If the event is more than an hour, ensure that you book two sign language interpreters.

Online events

Technology has made it possible for people from around the world to connect and engage with one another, but isn't always inclusive. This creates barriers for persons with disabilities, particularly those who are visually and/or hearing impaired. **Here are some of the key actions that you can take to ensure that your online event is as accessible as possible:**

- ✓ Minimize flashing images and consider color contrast.
- ✓ Ensure that adjustable size text, color, and brightness options are built into the online platform you're using, if applicable.
- ✓ Include captions with any audio or video shared with participants before, during, or after the event. Many platforms, including Zoom and Instagram, allow you to enable closed captioning free of charge.
- ✓ Include clearly defined buttons to assist with finding content and information.
- ✓ Ensure that content displays correctly in portrait and landscape viewing modes.

In-person events

- ✓ Consult persons with disabilities or OPDs to get recommendations on accessible meeting venue options; conduct site visits, and, if possible, have a person with a disability present. During site visits, check for appropriate signage, working lifts, and accessible toilets. If catering will be offered, inquire about practices for clearly labeling food and serving participants with disabilities who require assistance.
- ✓ Design meeting room seating arrangements and exhibition spaces so that they are accessible and inform exhibitors on how they can make their displays accessible.
- ✓ Reserve seating for deaf and hard of hearing participants, sign language interpreters, and other participants with disabilities and their personal assistants.
- ✓ Arrange for captioning display screens, a sound system (including translation headsets and additional microphones), and portable hearing induction loops (if required) at the event venue.
- ✓ Provide accessible transportation and lodging options that are close to the event.

BEST PRACTICES FOR ORGANIZING VIRTUAL MEETINGS

Preparing for a virtual event

1. Determine & define the objectives of the event. Start by clearly defining and getting to know your target audience. Be clear and specific about the objectives and expected outcomes of the events, and, if applicable, before reaching out to potential panelists, clearly define the purpose of the session and other important event details, including:

- **A title:** Choose an attention-grabbing title for your session; it's the single largest factor in determining whether or not someone decides to register for a webinar. An interesting title will also help entice panelists to participate.
- **A brief description of what the webinar will cover.** Along with the title, the event description is another key driver of webinar registration. It should answer five key questions: who, what, when, where, and why.
- **A draft run of show** to inform speakers of the order of events and to make sure everyone is aligned.
- **A list of questions** to ask panelists during the webinar. This helps speakers get a sense of how they should prepare for the live event.

2. Assign key roles

- **Moderator:** It's important that there's a coordinating figure to moderate/ facilitate the entire event. This person should be provided with a complete overview of the structure of the meeting, the role of each panelist, and the content that will be presented. The moderator leads the discussion, welcomes participants, makes housekeeping announcements, presents panelists, and manages Q&A.
- **Chat monitor:** In meetings with 50 or more participants, it may be useful to have one or more people monitor and respond to chat messages, support the moderator, ensure the correct order of materials presents, etc. Chat monitors may choose to respond to questions that are useful for all publicly, while addressing more specific questions privately.

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3. Choose the right platform

Online platforms offering high quality services are developing rapidly. To make sure that everyone can use the platform you select for your event, make sure that it is accessible via all browsers. Thinking about what you'll need during the event—such as breakout sessions, chat and Q&A functions, polls, or the ability to control the microphones and video cameras of participants—may also be helpful in choosing the platform that is right for you.

Below are some of the most popular online platforms for meetings, webinars, and group events:

- *Zoom: [Click here](#) to learn how to manage Zoom panel sessions.*
- *Microsoft Teams: [Click here](#) to learn how to host webinars on Microsoft Teams.*
- *Google Meet: [Click here](#) to learn how to hold large remote events on Google Meet.*
- *Twitter Spaces: [Click here](#) to learn how to use Twitter Spaces.*
- *Facebook: [Click here](#) to learn how to create an event for a Facebook group.*

4. Share a compelling invite

Make your event invitation is as brief and to the point as possible to allow key details—including the event's topic, date and time, and registration link—to shine. Any copy shared via email should be straightforward, succinct, and easy to understand; bullet points and short paragraphs can help with this. If participants are required to register for the event, share the link and provide clear instructions on how to do so. If materials will be shared during the event, make sure that participants know how and where to access them. As with the event's title, to encourage people to open your invitation, use a compelling subject line.

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5. Create and promote speakers and the moderator

Create social media tiles or other types of promotion materials highlighting the event's speaker(s) and moderator. Promotional assets should include the speaker's name, pronouns, title, a headshot, and, depending on the platform, a short biography. Make sure to share anything you create with speakers ahead of time for their sign off and to encourage speakers to share promotional materials on their own social media channels.

6. Rehearse, rehearse, rehearse!

Organize rehearsals and dry runs with your speakers and moderators. These practice sessions allow you to identify any gaps in content, ensure smooth transitions between speakers and presentations, and see if speakers require additional technical support (e.g., with their lighting, camera angle, or audio connection). Rehearsals also allow you to get comfortable with the virtual platform you'll be using on the day of the event.

[SpotMe](#), an event platform, offers additional helpful guidance, including to:

- ✓ Educate presenters and speakers on the event platform you'll be using ahead of time.
- ✓ Define everyone's role and outline their responsibilities.
- ✓ Make sure your internet connection is solid (ditto for speakers if they're remote).
- ✓ Rehearse in the same location and with the same equipment you'll be using during the event.
- ✓ Prepare for the worst and have an emergency plan.

7. Collect speaker presentation materials in advance of the big day

Request that all speakers share their presentation materials, if any, a few days in advance of the event. Materials may include PowerPoints, pre-recordings, or links to resources.

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8. Send the final program to all registrants

Make sure to include the following information in the final program:

- Instructions on how to join the event, including the link(s) that should be used to join the event (links may differ for speakers and participants). Speakers should be asked to log on to the event platform 20 minutes in advance to address any last-minute technical issues.
- A finalized agenda with speaker profiles, if available.
- Relevant documentation or materials that should be read before the event.

9. Send guidance on how to address low bandwidth and browser compatibility issues

Share guidance with participants to help them troubleshoot connectivity issues, including frozen screens, scrambled audio sounds, and timed out connections. Below are a few tips to help you get started:

- Turn off other apps or devices that could be draining your bandwidth
- If you don't need video, turn it off
- Only screen share as long as you need to
- Mute your audio when not speaking
- Record meetings to the cloud
- Connect directly to the router
- Reset the router
- Restart the application on your computer
- Ensure that you have the most updated version of the browser you're using *(Chrome, Safari, Microsoft Edge, Firefox, etc.)*

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During the virtual event

1. Start and end times should be respected

Plan to arrive/ log on early, especially if you need to troubleshoot any technical issues before the event begins. We all lead busy, meeting-packed lives and work on different schedules, so respecting people's time is important. You'll have a better chance of finishing on time if you start on time.

2. Participants' privacy must be protected

When participants join an online event, they're often asked to accept the privacy policy of the chosen online platform, which specifies how data will be collected, used, and distributed. If an event will be recorded, all participants must be notified during the registration process and/or when the event/recording starts.

If a participant does not wish to be recorded, they may do so by closing the video camera. If photos, videos, or an audio recording will be shared with the broader public, panelists must be informed that their contributions to the event will be recorded, edited, and published. Remember to specify where materials will be shared (i.e., on websites, in newsletters, on social media, via email, etc.)

3. Participants should feel engaged

A few options for keeping people engaged throughout your event include:
- Icebreakers
- [Gamification](#) and other engagement systems
- Q&A sessions
- Chat function
- Creating a community music playlist
- And more!

4. Create a welcoming virtual environment

Providing the opportunity to socialize and network during events is a great way to build connections and give participants the space needed to express themselves freely.
Here are a few tips for making your event comfortable and welcoming:

- **Keep it small!** Breaking out into smaller groups during an event allows people, especially introverts, to open up more than they might in larger, structured meetings. During virtual coffee breaks, try to cultivate an intimate atmosphere by keeping groups small (between 8 and 10 people).

- **Consider using "grid view"** on whatever online platform you're using so that meeting participants can see one another at the same time on one screen.

- **Suggest that participants bring a snack or beverage.** They say that food is the window to the soul of a culture and its people, so why not share a bite or drink and get to know each other on another level. You'd be surprised what can be learned from simply eating and drinking something together.

- **Smash the ice!** Icebreakers are quick questions that help get the conversation flowing and help you learn something new about the people on your screen. You can find some fun icebreaker ideas here.

- **Get creative.** Watch a video and talk about it. How did what you just watched make you feel? What did you learn? Exchange recipes: food really is the window to the soul! Talk about your favorite movies, books, or music. Take a quiz together.

- **Express gratitude.** Hold time for expressing gratitude by building in breaks for people to share appreciation for their colleagues.

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Creating a warm and welcoming virtual environment isn't hard. A little creativity, a good internet connection and webcam, a beverage, and some icebreakers go a long way!

5. Don't forget to say thanks, measure results, and share content!

- Soon after the event has finished, be sure to send a personalized thank you note to participants. Show that you appreciate the time they've taken out of their busy schedules to participate in your event.

- Conduct a post-event survey to gather valuable insight into what worked well, what didn't, and areas for improvement. Getting people to engage with your post-event survey depends on sharing it while the event is still fresh in their minds. Some virtual platforms like Zoom have the capacity to automatically send out surveys immediately after an event has ended.

- Share event highlights, photos, and resources with all attendees. Options for sharing materials post-event include your organization's newsletter, website, or social media platforms, among others.

- Share details concerning upcoming events and/or next steps. Is the event you've just held the first of many? How can people take what they've learned during your event and transform knowledge into action. Be sure to share any next steps, resolutions, or action items that your organization and/or participants will take forward.

BEST PRACTICES FOR ORGANIZING *ONSITE EVENTS*

Preparing for an onsite event

Find the right venue
Ensure that the venue you choose is easily accessible via public transportation to all attendees, including persons with disabilities. Prioritize seamless wheelchair access to the room you'll be meeting in, accommodations where attendees are staying, and any other relevant facilities. For more information on accessibility, please refer to the "*Accessibility, Inclusion, & Reasonable Accommodation for Persons with Disabilities*" section of this document.

Collect essential attendee information
Develop an understanding of how many people are likely to attend your event in person by surveying previous event attendees. Communicate with potential attendees early in the planning process to determine what types of safety protocols in-person delegates prefer. Will you require additional breakout rooms to divide people into smaller groups? Have you communicated dietary restrictions to the venue or caterer providing food or beverage services for your event?

Manage room and session capacity
Controlling session attendance and respecting capacity limits by limiting registration is one of the most important ways of ensuring that you're following your chosen venue's safety guidelines. If needed, make adjustments to ensure the safety of all attendees. Ensure the sound system within the room is working well, and, if the session has interpreters, that their microphones are working properly.

Stay informed and ready to adapt
Event planners should be familiar with the technology that they're working with, and ready to adapt and find solutions when things don't go as planned. If holding multiple events, lessons learned from previous gatherings should be used to improve the content and design of future events.

BEST PRACTICES FOR ORGANIZING *INTERACTIVE SESSIONS*

Preparing for an interactive session

How do you ensure that your session is interactive, thought provoking, and successful? Here are a few tips to help you prepare!

Before the session:

- The first step toward achieving a successful session is to know your audience. If the audience is not able to relate to the content and information you are presenting, they're less likely to engage and take forward what you've presented.
- When designing a PowerPoint or visual presentation, each slide should have a title, use plain language, and have limited text (six lines maximum); using photos or images (with appropriate captions) is a great way to help explain key points.
- Do not use acronyms or jargon. Remember, your audience may be engaging with the content you're presenting for the first time. Use examples where helpful.

During the session:

- Remind presenters to speak naturally and at a regular pace; ensure that captioners and sign language interpreters can hear those who are presenting.
- At the start of the session, use welcoming and inclusive language. Commit to open dialogue and transparency throughout the session.
- Explain and describe graphics and images for people who are blind or visually impaired.
- Always request consent before recording a session. For in person meetings, if a video is being recorded, communicate the option to stop recording at any moment should anyone in the audience feel uncomfortable.
- Respect the ideas and contributions of all participants. Listen with the intention of understanding and avoid assumptions. *Critique ideas*, not people.

Now that you know who your target audience is, the content of your session, and the platform you will use, the next step is to decide how to run your session. Here are a few ideas to get you started!

Fishbowl: Separate the audience into an inner and outer circle. Have participants in the inner circle engage in discussion, while participants in the outer circle listen, take notes, and ask questions. This is a great strategy for medium to large in-person sessions.

Thought leadership panel discussions: Choose speakers with diverse views and experiences. If discussing a technical topic, this is a great moment to enlist a speaker with technical expertise.

Storytelling/case studies: Storytelling and case studies are a great way of discussing sensitive topics and of helping participants feel more comfortable with sharing their own experiences. In addition, both methods may help the audience to better recall information shared.

Open discussion: Have the presenter start by providing background information on the topic, and then open the discussion to the audience to ask questions.

Skills building: Participants gain new insight or deepen their knowledge of skills, tools, practices, or approaches that they can use to improve their own advocacy work.

Networking & partnership building: Focus on creating an environment that supports networking by holding space for capacity building between participant working in or focused on particular geographic regions, topic areas, or advocacy priorities.

Learning from failure: Share examples of how learning from mistakes and failure can lead to success. What did you learn when things did not go as planned? How did you implement what you learned? How did you become more resilient and start again after failure?

Whole system in a room: Participants should represent as wide a variety of stakeholders involved in addressing a particular issue as possible. Diverse stakeholders share information, interpret it, and decide on action steps collectively based on a shared understanding and commitment to common goals.

BEST PRACTICES FOR SAFEGUARDING
ADOLESCENTS & YOUTH

Best practices for safeguarding adolescents and youth

Women Deliver has zero tolerance for the physical, emotional, sexual, and online abuse, exploitation, neglect, or harm of children (any person under the age of 18) or young people (any person between the ages of 18-29). We aim to prevent any abuse, exploitation, harm, or neglect by building safeguarding into the design of our programs and taking a "Do No Harm" approach. Any incident that may constitute a violation of our Child and Young Person Safeguarding Policy must be immediately reported.

Before you plan a virtual or in-person event, ensure that you've done a proper risk assessment and taken all preventative actions needed to ensure that all children, adolescents, and youth that may become involved with your event are protected from deliberate or unintentional acts that lead to a risk of or actual harm.

Things to consider when assessing potential risks:

- What platform is best suited for your event and what are the specific risks and benefits associated with it.
- Who will be able to access the platform and how will user access be safely managed? Will the platform remain active once your event is over?
- Who are the adolescents and youth who may become involved with your event? What is their age and gender? Do they belong to a vulnerable or marginalized population?
- Who will moderate your event and what measures will they take to safeguard the health, safety, and wellbeing of the children, adolescents, and youth who are present?

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Guidance for safeguarding children, adolescents, and youth

✓ **Ensure the child and their parent/ legal guardian are aware and have given their explicit consent** if the session is being recorded and published on public platforms, or if a link to the recording will be shared.

✓ **Organize a pre-meeting between the young person(s) and the moderator** to build rapport and provide the opportunity for the young person to familiarize themselves with the platform/ venue of the event.

✓ **Filter questions though a moderator and consider disabling the live chat function** on virtual events.

✓ **Do not share any identifying information** about the young person that hasn't been approved by them and their legal guardian.

✓ **Share your organization's safeguarding policy** before the event, as well as how to report incidents/situations that someone believes may be in violation of the policy.

✓ **Create a positive environment in which young people feel comfortable sharing feedback** about their experience and how you could improve future events.

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QUICK TIPS FOR SPEAKERS & MODERATORS

Quick tips for speakers

Know your audience and *provide the right content*
The better you know your audience, the more relevant your contributions will be. Work with the moderator to understand the context of the event, who the audience is, and what they know about the topic. Your ultimate goal should be to provide valuable information (and inspiration!) that resonates with the audience. Take the time to learn about their concerns, doubts, expectations, and mood in order to properly adjust your content and the tone of your remarks.

Avoid using technical jargon and buzzwords
While technical language and acronyms make conversations among peers more concise and accurate, excessive use of jargon or buzzwords with people who don't share your educational and professional background is limiting. Avoid using jargon, acronyms, and technical language to the extent possible.

Attend rehearsals & dry runs
Rehearsals are organized by session hosts to ensure that everything runs smoothly on the day of the event. If it is a live virtual event, you can iron out issues with internet connections and audio. Attending rehearsals will help you be more relaxed and confident when you go live either in person or online.

Write down an outline or create a script *(for webinars)*
Scripts are a useful tool for staying on track and avoiding tangents that could cost you time. Scripts should include when to leave time for questions, take a breath and/or pause, as well as when to advance slides (especially if you have more than one speaker). With a solid webinar script, you will feel prepared to deliver a smooth presentation. When presenting, don't be afraid to let your character shine though. It is OK (and even encouraged) not to follow your script to a tee. We're all human and your audience is thrilled to be getting the chance to hear from you!

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Most importantly, enjoy yourself and be fully present, including by listening to questions and going with the flow. Often, we're so focused on what we've prepared that we miss the opportunity to add spontaneous value to the conversation. Listening and being present means letting go of overthinking what to say, how to say it, or what the "right" answer is.

Quick tips for moderators
See below for helpful tips from slido on how to be an effective and efficient moderator.

Do your research
When you're tasked with moderating a panel discussion, do the research needed to understand the context you're working in and current trending topics. Before the event, schedule a short call with each speaker to learn about the perspective they're bringing to the discussion.

Know your participants
Learn why participants are attending the event and what they know about the subject. Facilitate the conversation to match their expectations and to help them get the most out of the event.

Prepare the perfect opening line
Prepare, rehearse, and deliver strong opening lines. You have one shot at making a great introduction. Keep everyone on their toes by giving them a teaser of what will happen next.

Memorize speaker names
Don't read out the speakers' names from notes. Try to memorize them in order to keep eye contact with the audience and make your introductions more impactful.

Be radically neutral

When introducing speakers, it's better to avoid loaded words such as "brilliant" or "interesting." This allows the audience to create their own opinion based on the facts that you've presented.

Be the bridge between the speaker and the audience

Involve the audience at every step of the way and as often as you can. As a moderator, ask them questions and follow up on their answers to establish a connection quickly.

Allow the audience enough time to formulate questions

People who attend presentations are often in listening mode. Give participants two or three minutes to formulate their questions and then switch to a more interactive mode. When the speaker answers a question, let the audience reflect on what's been said.

Ask one question at a time

Work with the questions that the participants submit through technology or simply ask live. Pass questions along to speakers and ask only one question at a time. You audience is more likely to retain simple and concise questions.

Watch the audience's reaction

When communicating with the audience, read facial expressions to see how people react to different questions or statements. Based on these subtle cues, gauge the audience's mood and decide where the conversation should go next.

Conclude with a practical takeaway

When closing a panel discussion, it's not always necessary to get a final comment from each of the panelists. Wrap up with one final statement to allow the audience to leave with a practical takeaway or conclusion.

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QUICK TIPS FOR ENGAGING THE AUDIENCE

Pre-event questionnaires
Use pre-event survey questionnaires to get feedback from your audience on their expectations and preferences on location, event timing, and event format. This information will help your team plan and put on an event that meets or exceeds the expectations of the people who will be there. Use free online survey tools such as google forms or survey monkey to create your questionnaire.

Ice breakers
Using an icebreaker at the beginning of a meeting or webinar is a great way to make a good first impression. Icebreakers are fun and help get people involved and feel at ease, while also setting a positive tone for the session. They should be planned ahead of time. You can find icebreaker ideas for virtual meetings here.

Group exercises and more
By splitting people into smaller groups, they can share their ideas in a more relaxed setting. It's important to remember that group exercises not only help people connect with each other but also make it easier to learn new things because they're often more personal and engaging.

Challenges and gamification
Healthy competition is exciting and motivating. Think about how you might use challenges or games to regain the audience's attention when they start to lose focus. You don't need complicated tools to add a competitive element to your event. All you need is your presentation, a Q&A function, and a little creativity. A quiz, a question, or a puzzle? You decide!

QUICK TIPS FOR *EVENT COMMUNICATIONS*

The theme of WD2023 is **Spaces**, **Solidarity**, and **Solutions**. As you start to plan out specific communications activities to promote your Global Dialogue event, whether in person or virtual, we encourage you to think about and reinforce how your event will contribute to the Conference's theme and one or more of the Conference's five objectives:

1. *Catalyze Collective Action to Advance Gender Equality:* Create awareness of the imperative for action on gender equality and provide opportunities for all actors to act.

2. *Hold Leaders Accountable:* Energize and ensure accountability for commitments from multiple actors, including ourselves – showcasing mutual accountability.

3. *Center the Feminist Movement:* Foster connections and build relationships with the global community.

4. *Reframe Who Leads:* Create and share platforms for all advocates. Support actions that drive commitment, accountability, and real change.

5. *Create Space:* Create accessible and inclusive spaces and opportunities for feedback and show a willingness to listen and learn.

Global Dialogue events will play a definitive role in setting the stage for the Women Deliver 2023 Conference: one of the most impactful global convenings to advance girls' and women's health and rights in recent years. We encourage you to leverage your communications activities to reinforce how your event will advance gender equality in your community, country, region, or around the world, including by using the following key messages:

WD2023 Key Messages

- Women Deliver 2023 Global Dialogue events drive coordinated action on girls' and women's rights issues around the world and contribute to ensuring that WD2023 is one of the most impactful convenings for gender equality to date.

- With sexual and reproductive health and rights at its core, WD2023 we will center intersectional feminist principles, youth, and civil society to address compounding issues impacting girls and women and collectively identify and action evidence-based solutions.

- WD2023 will create space for grassroots feminist advocates and organizations to come together, build lasting connections, learn from one another, and advance coordinated advocacy toward a just, equitable, and gender-equal world.

- WD2023 will shift power and reframe who leads by ensuring that the perspectives and views of those who are closest to and living the challenges girls and women face are front and center.

- WD2023 will connect grassroots feminist advocates and organizations to those who hold the power to change norms, laws, and policies that hold back progress on gender equality.

- WD2023 (and the Global Dialogue events held in the lead up to the Conference!) will enable inclusive and co-created spaces that foster solidarity for sustainable solutions on gender equality.

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QUICK TIPS FOR SOCIAL MEDIA PROMOTION

Details to include with all social media posts (on graphics/ within copy):

- ✓ Explain what the event is about.

- ✓ Specify the date, time (and any relevant time zone(s)), and location of the event.

- ✓ Include the event's RSVP link within social media copy, <u>not on a graphic</u>.

- ✓ Include good quality graphics, images, or videos whenever possible. This increases visibility and boosts overall engagement with your posts.

<u>Tagging</u>: make sure to tag event partners and speakers so they can see and amplify your social media posts on their own channels!

- ✓ Double check handles when tagging accounts to make sure you're using the right handle. Make sure that the handle is not misspelled.

- ✓ Check your spelling! Especially on Twitter, where you can't edit tweets once they've been published.

- ✓ Use hashtags relevant to the event/ campaign /issue area that your event will discuss (#WD2023, #SRHR, #ClimateAction, etc.).

- ✓ If your hashtag contains more than one word, capitalize the first letter of each word in the hashtag (e.g., #GenderEquality) to make it easier to read for screen readers.

- ✓ Please use #WD2023 and tag @WomenDeliver if you'd like us to retweet your posts! <u>Please also feel free to use the WD2023 social media content found here</u>.

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Examples of social media copy to promote Global Dialogue events

Option 1:

We're excited to be part of the #WD2023 Global Dialogue in partnership with [*tag event partners here*]!

Tune into our event on [*insert topic here*].
📅 [*insert date*]
🕐 [*insert time and time zone*]

RSVP here: [*insert link*]

Option 2:

We're excited to host an event on [*insert topic here*] in partnership with [*tag partners here*] as part of the #WD2023 Global Dialogue!

Join us on [*insert date*] at [*insert time and time zone*].

RSVP here: [*insert link*]

CONCLUSION &
GOLDEN RULES

Conclusion and golden rules

Congratulations on making it to the end of the Women Deliver 2023 Global Dialogue best practices document. We hope that you come away from your reading with a better sense of what you can do to make your event more accessible, engaging, and impactful! We invite you to check out the golden rules, below, to reinforce what you've learned.

- ✓ **Start from the end:** Have a clear idea of your event's overall goals and objectives. Once you know where you're going, it will be easier to determine your target audience, speakers, agenda, platform/ venue, and format.

- ✓ **Plan well in advance.** No one enjoys a last-minute scramble that could have been avoided.

- ✓ **Good preparation is crucial:** Circulate a clear agenda with explicit goals for each point of discussion and all relevant materials well in advance. Make sure to clearly outline the event's format and objectives to the moderators, speakers, and participants so that everyone is aware of what their role is during the event and how they can contribute to the discussion.

- ✓ **Accessibility:** Ensure that you take every action needed to accommodate the diverse needs of your audience, including persons with disabilities.

✓ **Help participants get to know one another.** Depending on the objective(s) and format of the event (e.g., webinar, conference, meeting, etc.) it could be relevant and useful for participants get to know one another before and/or during the event. This could be addressed in several ways, from the creation of a common workspace for participants (e.g., Yammer, a social wall on Padlet, or a channel in Slack). Having participants present themselves or participate in an icebreaker at the beginning of an event are other great ways of helping people get acquainted.

✓ **Geography matters!** Midday in Rome is early morning in Toronto and evening in Sydney. When planning international meetings, define your target audience and take into account time zones when deciding on when to schedule your event. If you are holding an international event with a target audience that is globally based, choose the time that allows for the most people to participate across different time zones. It's helpful to specify the time of your event in multiple time zones within the event's run of show, invitation, and promotional materials.

✓ **Engage your audience** using breakout sessions, polls, Q&As, and innovative methods such as challenges or games to keep people actively involved in the conversation.

✓ **Confidentiality:** Let what needs to stay within the confines of your event stay there. Protect the privacy of participants and ensure that they are aware of and have consented to video recording, data collection, etc.

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