

# Money Week participation 101

## Ideas and event management



Whether you are holding a seminar, brown bag luncheon discussion, a fun morning tea, or an external event - success comes from the planning and understanding of how to best engage your audience. These seven steps will guide you for a successful execution of your activity.

<b>Select a date</b>	Consider which day of the week will suit your audience to get the highest attendance.
<b>Choose an idea</b>	<ul style="list-style-type: none"> <li>• There are plenty of ways to get people involved through an event or raising awareness, here are a few ideas:</li> <li>• <b>Seminar:</b> Choose a <a href="#">seminar</a> from Sorted's range of topics and approach a team leader or a <a href="#">Sorted Facilitator</a> to present it.</li> <li>• <b>Online challenge:</b> Send a "tools down" diary invite to staff asking them to spend 30 minutes on the Sorted website e.g. to do a budget using the <a href="#">calculator tool</a>, compare Kiwi Saver investors using <a href="#">Fund finder</a>, or they could read a <a href="#">will guide</a></li> <li>• <b>Morning tea or after work drinks:</b> Gather teams around a table and encourage them to share stories about the best and/or worst financial shock they have experienced and how they would better prepare if it were to happen again</li> <li>• <b>General awareness:</b> Print our <a href="#">Money Week Posters</a> and place them around your workplace or building. Display <a href="#">Sorted Booklets</a> in your lunch area or in reception. Share a financial resilience <a href="#">article</a> through your internal comms</li> </ul>
<b>Timeframe</b>	Think about a time that will best suit your objective and budget e.g. a mid-morning event may be cheaper than 8am when you may need to include breakfast. Depending on the content, one hour maximum is suffice to ensure a highly engaged session. You could always do a follow up meeting if there is appetite for it.
<b>Attendees</b>	Plan for who you would like to attend with an A & B list if you have number restrictions (due to venue size or budget).  Track your RSVPs and allow for 20% to be late cancellations. This will help with catering budgeting. Run a competition to encourage attendance, this could be some free coffee's, \$100 cash prize, movie tickets, or a personal finance consultation with a senior executive (if you're in the finance or insurance sector).
<b>Budget vs cost</b>	Ensure you run a basic spreadsheet with costs. It is recommended to have a 10% contingency for any unexpected expenses e.g. additional stationery or printing.
<b>Marketing &amp; comms planning</b>	<p><b>Communication:</b> Think about how you want to communicate your activity and who you are talking to. Consider what you are wanting to achieve; is it engagement, wanting attendees to "do" something, encouraging people to go to the Sorted website and update their budget, share their experiences, or is it an awareness play to let people know it's Money Week? Be clear and this will result in a successful event. Is your event or activity something that would work well on social media? Ensure you use the hashtag <b>#moneyweek2018</b> so you are recognised as participating.</p> <p><b>Share your activity with CFFC:</b> Whether it's a photo of your group, a video, or a screen shot of an online campaign - we'd love to see it.</p> <p><b>Media:</b> Is your event worthy of media attention? Are you planning this or would you like us to <a href="#">invite media</a> on your behalf?</p>
<b>Evaluation &amp; follow up</b>	To gauge the success of your event it is recommended that you do a quick follow up survey (3-5 questions maximum). Depending on what you value as being successful e.g. "I went away and updated my budget" or "I talked to my colleagues and family about what I learnt". You can then report a clear understanding of the success to your manager. Please ensure you update CFFC with the attendee numbers and any stories from your event so that we can include it in the Money Week awareness report (internal).

**REMEMBER TO REGISTER**