

# How to guide

## Creating a calendar of events

Creating a calendar of events is a vital tool in planning - both within the organisation, and for the wider public, community groups and businesses to know what's coming up and get involved.

## Using a calendar internally

Using a calendar as an internal tool will enable you to build on events that have been successful - and make them a recurring feature. It will also give you ideas for future events or media opportunities, such as upcoming awareness days. A simple spreadsheet with tabs for each month is all you need.

## Recurring holidays and special days

These are usually the same every year and can be found online. Bank holidays and school holidays, religious festivals and festive events can all be great times to plan activities for the wider public to get involved when they have time on their hands and are looking for things to do. Easter and Christmas are clear examples to build on, but other bank holiday weekends and days are also popular, especially as more people are staying closer to home in the current climate.

Examples include Summer Solstice, Valentine's Day, Halloween.

## Awareness days

There are awareness days and weeks for every imaginable topic or theme, and these are a great hook for planning events or initiatives that are relevant to the day. Some examples include Small Business Saturday, Volunteers Week, Earth Day, Recycle Week, International Day of Charity, Car Free Day.

## Previous successes

Events that have gone down well in the past can become a regular feature. If it has worked well once, plan it in and build on that success each year. It's the perfect opportunity to learn what worked, and what didn't, and then grow the event to become even bigger and better.

When deciding what days will be most relevant, it's worth researching the kind of events that are going on in neighbouring areas, and which ideas would be supported by local businesses.

Talk to local groups and business owners to find out what would work well for them, and see if you can support any ideas from local business groups to make it a joint project.

# How to guide

## Public calendar

People like to plan ahead.

You can become the go-to resource for people who are looking for cost-efficient events that are happening on their doorstep, involving others in their community.

An online calendar, which can be downloaded or printed, is the perfect tool to ensure your events are well supported and successful. Being online, it's also easy to share via social media platforms to spread the word.

## Benefits to an online calendar

- Drive traffic to your website
- Become a "go-to" resource
- Acts as a "save the date"
- Can be sent to schools, libraries and businesses to spread promotion
- Used as a planning tool for local businesses
- Community groups like the Brownies and Scouts can build it into their planning
- It's editable - so can be updated with new items constantly
- Can be printed for those who don't have the tech
- Easy to share
- Cost effective

## What it could look like

