

## Setting Your Aims and Objectives Template

Katie Watts

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Use this template as the basis for your event plan. Please download a copy and save – please don't edit this document.

Event Title

Date/Time/Venue

### Audience

Audience groups that we invite to most events.

- Accredited orgs
- Non accredited orgs (could be targeted geographically or by sector. Could you get accredited orgs in the region/sector/your network to invite one company each? You can also invite orgs in the pipeline.)
- VIPs/leaders that we need to facilitate and support the work
  - Key stakeholders
  - Unions
  - Employer networks and membership orgs
  - Civil Society Leaders
  - BID leaders/Chamber of Commerce leaders
  - MPs
  - NHS Trusts and CCGS
  - Funders
  - Our key partners - Resolution Foundation/Joseph Rowntree Foundation
- Organisers/workers/campaigners

### Aims

Common aims would be something along the lines of the below. You might have just one aim or a combination

- Raise awareness of rLW or Hours/Pensions/Places or another topic
- Get people to act:
  - Get people involved in the movement or get them to support our work
  - Persuade non accredited orgs to accredit

**Commented [KW1]:** Watch the Running Successful Events training video for more on this.

**Commented [KW2]:** Your aims are the broad goals of the event. What are you trying to do/achieve? What change do you want to see?

I like to think around aims that PERSUADE, INSPIRE, AGITATE

You might have just one aim or a combination. Having too many will mean that your event lacks structure and focus because you'll end up trying to do too many things at once.

- Persuade accredited orgs to deepen their engagement with the Foundation and go further along the employer journey, including on Hours, Pensions and Living Wage Places
- Inform – this might be explaining the rates to the network, or sharing a new programme, or sharing research

## Objectives

It might be things like:

- Levels of attendance in general or for each audience group
- Levels of engagement throughout the event
- For each attendee to walk away with knowledge of topic/how they can get involved/what they need to do to take the next step in their LW journey
- To increase enquiries - LW accreditation, Hours, Pensions, Places by x
- To increase accreditations by x
- To have a diverse panel and range of speakers
- To make the event worker-led or worker centred

**Commented [KW3]:** These are how you will measure the success of the event and whether you've achieved your aims.

It will definitely help to discuss them with the event working group, event stakeholders or your team.

Remember to make them SMART and think about how you will evaluate if you have met them.

## Considerations

- Collaboration with local CUK organisers – the best events are collaborative events
- Take into account worker needs – around timings, childcare etc
- The language we use – is it simple and easy to understand, is it inclusive?
- Roles for schools and colleges and other CUK partners
- Covering travel costs for workers and schools
- Accessibility

**Commented [KW4]:** These aren't aims or objectives, they're more like guiding principles. They link to our organisational values. They will make sure attendees feel welcome, included and empowered.