



Ashoka Community

GUIDELINES FOR ORGANIZING ONLINE EVENTS

IN COLLABORATION WITH THE ASHOKA
EUROPE ONE COMMUNITY TEAM



Welcome!

These guidelines are meant to help you understand how we can collaborate to host online events for the Ashoka Community in Europe (and beyond).

For further inquiries, contact Celia (csvalladares@ashoka.org) and Ovidiu (ohcondurache@ashoka.org).

Why?

We aim to have an increasingly open process through which any community member (Ashoka staff members, Ashoka Fellows, ASN members, Young Changemakers, and others) can propose ideas and host spaces for the Ashoka Community to come together and connect, learn, and exchange on different topics.



What?

Types of online events we can support with and collaborate on:

- **Peer to peer spaces for connection and learning:** this includes a range of topics like systems change, collaboration, changemaking leadership, inclusive and equitable changemaking, wellbeing and resilience, succession and transition, etc.
- **Workshops on specific methodologies or tools:** such as leading multi-stakeholder collaborations, funding systems change, working with government etc.
- **Webinars featuring community members:** you can view our existing [Welcome Change series](#), which introduces timely topics from all geographies, as an example.

Types of online events we won't get involved in as co-creators:

- Promotional events for books, reports, or other types of self-promotion.
- Summits or conferences (unless there is a specific need and budget allocated).
- Local or programmatic gatherings for specific constituencies (the One Community team can provide input but would not take the lead unless there is a specific need and budget allocated).



Responsibilities

To ensure we have clarity on roles and expectations, this is a breakdown of responsibilities for organizing a joint online event:

	Communication	Outreach	Logistics
Europe One Community Team	<ol style="list-style-type: none">1. Create the event page.2. Design event visuals.3. Develop a comms toolkit including social media assets, newsletter blurb, and email templates.	<ol style="list-style-type: none">1. Disseminate the event in internal and external Ashoka communication channels.2. Send follow-up to participants with key resources, and a feedback form.	<ol style="list-style-type: none">1. Set up the event registration page.2. Support the event on the tech side.3. Gather and segment registrations.
Person/ Team proposing the event	<ol style="list-style-type: none">1. Share the overall objectives and initial description of the event, and who is involved in the design and implementation.	<ol style="list-style-type: none">1. Disseminate the event via relevant internal and external communication channels.2. Run all communications with speakers and participants, including event reminders.	<ol style="list-style-type: none">1. Host and facilitate the event.



How?

Step 1: Reach out

If you have an idea in mind to host an online event for the Ashoka Community, please reach out to Celia & Ovidiu. You don't need to have all the information in mind; we can help you figure out the details. However, it's helpful to know:

- The purpose and objectives for the event, the suggested topic, format, and audience.
- Ideal period for hosting the event.
- Language and time zone.

Step 2: Set the details

An initial call with Celia and Ovidiu to understand the event details, clarify any questions, decide if it makes sense to organize it together, and how to proceed. Once we align on the specifics of the event, we will agree on a workflow (i.e., dividing tasks, setting a timeline, scheduling check-ins, etc.).





Step 3: Pre event preparations

Once the event concept is approved, we move into the implementation phase. This involves coordinated action between Ashoka's Europe One Community Team and the person/team proposing the event, to ensure everything runs smoothly. Some of these steps are:

1. Create the online event registration page
2. Develop the communication content and toolkit
3. Co-create the event flow and agenda
4. Share and promote the event via relevant internal and external communication channels.
5. Final coordination and checks, including communications with speakers and participants, and event reminders.

Step 4: Event hosting

We meet before the event to go over the technical specifications (i.e., recording needs, breakouts, etc.) and ensure there are no glitches. During the event, we coordinate via existing communication channels for anything that needs to be addressed.

Step 5: Post event (Optional)

Immediately after the event, we have a small debrief and celebrate. We meet again to have a deeper debrief and evaluation of how we worked together, how the event went, and align on final details for the follow-up with participants. Follow-up is sent to participants, including resources, a summary of the event, and a feedback form.

