

Contributed by:



Global Mash-up

Number of participants: **30-40 per location (max 150)**
 Number of locations: **min 3 max 12**
 Length of the format: **2h (30h preparation)**
 Characteristics of participants: **Anybody interested**



- Learn**
- Act**
- Connect**

Goal

Drive global community engagement and create a sense of belonging by showcasing regional alignment/presence and knowledge of the Sustainable Development Goals (SDGs).

Description

An event combining online and offline elements to create connectivity within a community that operates in multiple locations. A combination of a physical event that takes place simultaneously in different cities across one region at a time and a virtual component as all groups are together in a zoom room at the same time. The keynote speaker is in one of the locations and his presentation is broadcast live to the other participating locations. The local program picks up the theme from the keynote and then engages through local panels, cases and conversations.

Brief Agenda

TIME (suggested)	ITEM	NOTES
17:00 - 18:00	Setting up the space	
18:00 - 18:30	Walk in, registration	Good registration ensures the possibility for lead generation and conversion
18:30 - 18:45	Introductions, concept explanation	Highlight the global nature, global keynote, engagement tools- they can ask questions
18:45 - 19:00	Keynote speaker	
19:00 - 19:15	1st local speaker	
19:15 - 19:30	Mingle	Survey at least ten people with a simple survey
19:30 - 19:45	2nd local speaker	
19:45 - end	Mingle	Survey at least twenty people with a simple survey



Roles Required

One event coordinator working together with one community manager.

Measuring Results

of locations participating

of attendees

Feedback

Quality survey applied during and after the event.

Advice you would give others when running this format:

- Have a common Sustainable Development Goal as a topic.
- Enlist a strong regional keynote speaker.
- Technology can be challenging - test runs are crucial.
- Organizing this format well can be time intense - enough preparation time is key.

