



#YALILEARNS Event Planning Toolkit

We want to help make your #YALILearns event a success—and if you follow the included steps, it will be! This step-by-step event planning guide explains the process for conducting a #YALILearns event:

- 1 Take a Course
- 2 Plan Your Event
- 3 Conduct Your Event
- 4 Report Back

#YALILearns also provides a number of resources that can help as you plan your event. The YALI Network does not provide support or materials for events, but you can use these materials or have them printed at your own cost.

- **Event facilitation guide:** Sample agendas, sample icebreakers and activities, and event content notes can help you plan and conduct your event. This content is tailored for individual YALI Network Learn to Lead Courses.
- **PowerPoint:** Be sure to tailor the PowerPoint to your specific needs, by adding or removing slides or lessons.
- **Handout:** Take-home information will help participants retain the material they learned. The handout can be tailored to fit the content you cover during your event, but be sure to leave in the information about how participants can join the YALI Network!
- **Sample promotional content:** Getting the word out about your event is key to success. This resource includes sample content to promote your event through email, Twitter and the YALI Network face2face group on Facebook.
- **Sample flyer:** Distributing flyers can also be a great way to promote your event, as it allows you to connect with people outside your existing network. To use the sample flyer, simply add your event specifics (date, time, location, etc.), print the flyer and start passing it out or posting it.
- **Designs for promotional materials:** Promotional materials such as t-shirts can be a great way to reward participation in your event while also raising awareness of the cause to a larger audience.

If you have any questions as you plan your event, don't hesitate to reach out to your YALI Network peers through the YALI Network face2face Facebook group: facebook.com/groups/yalinetwork/.

Organizing a #YALILearns Event

1. Take a Course

- Take the YALI Network Online Course of interest to you.
- Pass the online quiz and receive your certificate for completing the course.

2. Plan Your Event

- Watch the *Designing and Delivering Training* lesson (available at yali.state.gov/courses/workforce-collab-2/) for information on planning a training event.
- Identify your audience.** Do they live and/or work in your community? Are they already actively involved in the topic you will be discussing or are they new to it? These are the kinds of questions that can help you focus your event.
- Develop an agenda.** Identify which course lesson(s) you would like to teach and how long the event should be. In addition to the lesson(s), fill in the time with discussions and activities. Be sure to customize your event agenda to fit your audience's needs and interests, as well as the time available. If you want to teach several lessons but can't plan a long event, perhaps you can plan multiple sessions.
- Plan the logistics of your event.**
 - Find a location to host your event. Community centers, schools and American Spaces are great places to start. If these venues are not available, consider holding the event at your home or in a local park.
 - Decide how many people you will invite to the event.
 - Pick a date and time that works for you and your location. Keep in mind your target audience's work or school schedules if applicable.
- Decide how you will present the course.** You have four options:
 - Stream the videos (available at yali.state.gov/courses/),
 - Download the videos (available at yali.state.gov/courses/downloads/),
 - Play the audio (available at yali.state.gov/courses/downloads/) or
 - Print and distribute the written transcripts (available at yali.state.gov/downloads/).
- Promote your event**
 - Create an event on YALI Network face2face: facebook.com/groups/yalinetwork/events/. Invite friends through your event invitation, and consider adding a post to the YALI Network face2face newsfeed.
 - Send an email, WhatsApp message or SMS to friends, family and others in your network inviting them to your #YALILearns event.
 - Be sure to provide all the relevant details (topic, date, location, etc.).
- To prepare for your event, **review the course discussion guide** and/or the discussion guides for the individual lessons that are linked under the Resources tab within the online course(s).

- Download the course PowerPoint and review the content to make sure it aligns with the lessons you are teaching.
- Practice your presentation. If possible, use the same space and computer you plan to use for your event so you are comfortable with the audio, video projection and space. This is also a great way to time your event, making sure you hit all of the major points without spending too much time on one topic or section.
- Please remember that all #YALILearns events are organized on the basis of educating your community with shared YALI Network resources. **You should never charge a fee for a YALI Network event.**

3. Conduct Your Event

- Think through any issues that you might run into, and try to prepare for those in advance (what if people are late? what if the internet connection isn't working properly?). Little challenges will occur with any event, but planning ahead can help ensure that everything goes smoothly.
- Relax and enjoy the event! You've planned well and the participants will have a great time.

4. Report Back

Congratulations on facilitating a #YALILearns event!

- Tell us how your event went via the **#YALILearns feedback form** (available at yali.state.gov/eventreport).
- Share your success on the **YALI Network face2face page** (facebook.com/groups/yalinetwork/) to inspire others to lead their own #YALILearns events.
- Plan your next #YALILearns event!

Want insights from experienced #YALILearns event planners? Check out these great blog posts from YALI Network members who have organized events:

yali.state.gov/a-step-by-step-planning-guide-on-hosting-a-yalilearns-event/
yali.state.gov/6-lessons-i-learned-organizing-a-yali-network-event/