# How do I get started?

# Developing ideas for events

# What type of event could I run?

**Idea**

Events are inherently **social** - bringing people together

→ Celebration

→ Meeting others

→ Entertainment

→ Competition

→ Education

→ Marketing

→ Fundraising

→ Campaigning or protest

# Identifying the 'need' - here's how...

Respond to a request

Respond to a situation

Respond to a problem

Respond to what's missing

What already exists?

What isn't working?

What is asked for?



See handout...

| Participants | Their aims? | Their needs? |
|---|---|---|

## Some shared basic human `needs` :

| Shelter & Sustenance | Health & Wellbeing | Fairness & Equality | Meaning & Purpose |
|---|---|---|---|
| Safety, Security & Protection | Connection & Belonging | Understanding & Clarity | Authenticity & Integrity |
| Peace | Communication | Respect | Contribution |
| Joy & Adventure | Empathy & Love | Support | Appreciation |
| Learning & Growth | Choice | Freedom & Autonomy | Acknowledgement |

This list of needs is taken from Deb Barnard (2016) *Relational Dynamics Handbook,* informed by Marshall Rosenberg - Nonviolent Communication

# Feelings when needs are **not met** :

| | | | | | |
|---|---|---|---|---|---|
| angry | anxious | afraid | bored | confused | disappointed |
| discouraged | embarrassed | frustrated | hopeless | impatient | irritated |
| insecure | jealous | lonely | lost | nervous | overwhelmed |
| reluctant | sad | tense | uncomfortable | vulnerable | worried |

# Feelings when needs **are met** :

| | | | | | |
|---|---|---|---|---|---|
| amazed | alert | brave | calm | content | confident |
| enthusiastic | eager | excited | glad | happy | hopeful |
| inspired | optimistic | proud | peaceful | relaxed | strong |
| satisfied | stimulated | | | | |

This list of responses is taken from Deb Barnard (2016) *Relational Dynamics Handbook*

# Researching your event ideas...

**Idea**

→ What events **already happen** where you are?

→ How **popular** are they?

→ How are they responding to **current** trends or needs?

→ What other things are people **curious** about?

→ What's missing?

# Researching your event audience...

**Idea**

➔ Who is **already** going to events?
- ◆ Age, gender, ability, demographics...

➔ Who can **afford** to take part?
- ◆ Types & level of income, time...

➔ What's missing?

# Researching your event ideas...

**Idea**

→ What events happen **elsewhere**?

→ Could those ideas **translate** to where you are?

→ What things might be particularly **relevant** to people where you are?

→ What is being asked for? What's missing?

# Developing ideas for new events

**What do you need to think about?**

Quick recap
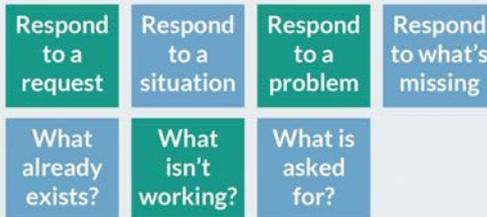


**Start developing great ideas by...**

➔ Researching what **already exists** & what is **missing**

➔ Thinking about how your ideas relate to your participants **needs**

# Identifying the 'need' - your turn...

**Try out these ideas...**

➔ Use the worksheet to apply these ideas to your own project

## Identifying the 'need' - here's how...

| Respond to a request | Respond to a situation | Respond to a problem | Respond to what's missing |
|---|---|---|---|

| What already exists? | What isn't working? | What is asked for? |
|---|---|---|

Identifying an **unmet need** should be the starting point for every project.

➔ understanding & defining 'need' can be complex
  - ◆ What is the problem or issue you want to address with your project?
  - ◆ Who needs this project to happen & why?
  - ◆ Why is your project an appropriate response to the need?

## Identifying the 'need' - what is it?

Some shared basic human **needs**:

| Shelter & Sustenance | Health & Wellbeing | Fairness & Equality | Meaning & Purpose |
|---|---|---|---|
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| Peace | Communication | Respect | Contribution |
| Joy & Adventure | Empathy & Love | Support | Appreciation |
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This list of needs is taken from Deb Barnard (2016) *Relational Dynamics Handbook*, informed by Marshall Rosenberg - Nonviolent Communication

**Use this space to make notes about the unmet needs your project addresses:**

### Feelings when needs are **not met**:

| angry | anxious | afraid | bored | confused | disappointed |
|---|---|---|---|---|---|
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| insecure | jealous | lonely | lost | nervous | overwhelmed |
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### Feelings when needs **are met**:

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