



JOP Black Sea Basin 2014 – 2020

**Project: Herbs for Growth
eMS code: BSB987**

**D.C.4.2 Preparation of templates of Folders &
Reports for National Dissemination events**

**Ι3.2 Προετοιμασία υποδειγμάτων φακέλων και τελικών αναφορών
για την εκδήλωση διάχυσης της πληροφόρησης στην Ελλάδα**



Αναπτυξιακή Χαλκιδικής Α.Ε.

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April 2022

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PROGRAMME	JOP Black Sea Basin 2014 - 2020	
Programme priority	1. Promote business and entrepreneurship within the Black Sea Basin	
Programme priority Specific Objective	1.2 Increase cross-border trade opportunities and modernisation in the agricultural and connected sectors	
Project Title	Herbs for Growth	
Project Acronym	HEGO	
Project number / eMS Code	BSB987	
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Lead Beneficiary	Development Association of Halkidiki S.A.	
Project Beneficiary	- Organization for Local Development 	
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Deliverable	D.C.4.2 Preparation of templates of Folders & Reports for National Dissemination events	
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History of the Document

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Version 1_0 (Update)	03 April 2023

Comments on the Update

Orthographical and Syntax corrections, adding of extra development of the evaluation (infographs, demographics, special diet preferences, etc.).



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Deliverable D.C.4.2 Preparation of templates of Folders & Reports for National Dissemination events

The Deliverable D.C.4.2, was developed by the Project Lead Beneficiary (LB), Development Association of Halkidiki S.A. - Organization for Local Development, to prepare templates of folder and respective Reports (set of implementation tools) for National Dissemination events, will mainly aim at the good conduction and successful delivery of the Dissemination events.

Introduction

In the intervention area (Halkidiki - North Greece, Moldova, Georgia and Armenia), where rural communities live and work, the cultivation, production and utilisation of herbs, whether as ingredients in foodstuffs or decoctions, and/or for medicinal purposes, are significant components of traditional and cultural heritage.

At the same time, herbs are elements of local economic activities, in rural and urban areas. However, many times their collection from nature, endangers biodiversity systems, without the application of rules and restrictions.

The expanding request for quality products in urban areas, makes a modern state of incentives for exploiting the esteem of herbs and so development openings, but at the same time dangers of careless collection from nature.

The objective of this document, is to develop a set of tools for the smooth and beneficial implementation of public events to promote the objectives of the HEGO project, while they will be useful for the implementation of future events and activities.

HEGO project: summarised reference (physical object, main goals)

Project countries (Greece, Moldova, Georgia and Armenia) share a rich biodiversity and endemism of herb plant species, as well as an interconnected herbal medicine and food



historical tradition. However, the overexploitation of wild growing endangered and endemic herb plant species, due to the inappropriate collection methods from the wild and the rapidly growing demand for herb products to 2025 (according to recent studies), resulted to an unsustainable wild growing herbs utilization as well as production efficiency. The unsustainable and doubtful economic future of local people in areas with rich biodiversity, like mountainous population in Project countries, is the bottom line of these environmental and socio-economic risks.

The significant positive impact of the HEGO Project will be the change of the production model for herb products in all Project countries, which will lead to the positive effect on improving the economic and business performance of the herb sector and indirectly on contributing to the biodiversity conservation of endemic herb plant species, with the sustainable utilization in Project countries.

The HEGO Project will address to the above mentioned common challenges by developing training tools and by applying them in activities:

- Informing and educating farmers for reducing collecting herbs from the wild and promoting agricultural diversified new cultivations with improved trade value added products (endangered and endemic herb plant species for processed products);
- Informing and educating farmers on how to adapt to new challenges in farming entrepreneurship, trade and product quality with reference to herb products;
- Establishing and promoting “research to business” networking linkages among research organizations and relevant enterprises with reference to the improved value of herbs, especially for endemic species, having potential markets in Food industry, Pharmacy and Cosmetics;
- Establishing and promoting multi-lateral cross-border and international trade links for herb products produced in BSB countries participating in the proposed Project using ICT and Marketing and Branding Strategies;
- Improving the access of agricultural enterprises in granting and investment schemes as well as in initiatives for the creation of clusters in agricultural sector.



The partners of the project are:

- Development Association of Halkidiki S.A. - Organization for Local Development (LB/GR);
- the Aristotle University of Thessaloniki - Special account of Funds and Research (PB2/GR);
- the Organization for Entrepreneurship Development (ODA, previously known as ODIMM) (PB3/MD);
- Georgian Farmers' Association (PB4/GE); and
- Center of Agribusiness and Rural Development Foundation in Armenia (PB5/AM).

[Brief General Description of the Importance of Public Events for the Diffusion of the Objectives and Results of a Project](#)

Public events serve as effective actions for diffusing the objectives, progress, and outcomes of projects to a wider audience. *“Events planned to meet specific goals or reflect particular values have always been popular, and increasingly they are planned to meet public policy and strategic corporate or industry objectives.”* (Getz, 2020). These events play a crucial role in raising awareness, engaging stakeholders, and garnering support for project initiatives. By providing a tangible and interactive space for communication, public events facilitate the dissemination of information and create opportunities for meaningful interactions between project teams, stakeholders, and the public.

“Although many events are periodic, and some even become permanent institutions in their host communities, they are often held only once. But as a population, planned events are institutionalized - that is, they are expected to perform important social, cultural and economic roles, and so they receive the support of powerful stakeholders as well as their resident communities. The population of events in any place says a great deal about how that society functions, the degree to which it shares and



cooperates, and how it is managed. While any one event can be replaced or substituted, every place needs a healthy population of events.” (Getz, 2020).

- Information Dissemination: Public events, such as project launch and/or closing events, workshops, and exhibitions, offer a focused environment to communicate project goals, methodologies, and outcomes. They allow project coordinators and executives to present complex information in an accessible and engaging manner, enabling attendees to grasp the project's significance and contributions.
- Stakeholder Engagement: Public events provide a platform for involving various stakeholders, including community members, investors, partners, and policymakers. Engaging these stakeholders early on and throughout the project lifecycle fosters a sense of ownership, encourages feedback, and allows for adjustments based on their insights.
- Demonstration of Progress: Milestone events or project showcases give stakeholders and the public the opportunity to witness tangible progress. Demonstrating prototypes, products, or intermediate outcomes can generate excitement, build anticipation, and showcase the project's evolution.
- Networking and Collaboration: Public events bring together individuals from different sectors, backgrounds, and expertise. This environment promotes networking, collaboration, and potential partnerships that can enhance the project's impact and sustainability.
- Credibility and Accountability: Hosting public events demonstrates transparency and accountability. Sharing project updates and results in a public forum reinforces the project team's commitment to delivering on promises and meeting objectives.
- Educational Value: Public events offer educational opportunities for attendees to learn about innovative technologies, methodologies, or solutions employed in the project. Workshops, seminars, and panel discussions can foster knowledge exchange and skill development.



Set of Tools for the Implementation of Public Events (Templates of Folders and Final Reports)

In this chapter, a set of tools for the smooth and beneficial implementation of public events, is presented.

Definition of Objectives of the Event - Expectations

The specialisation of the objectives of the event that will be organised, along with the expectations, is very important for the preparation and the related details.

The objectives and expectation could be related:

- Ensuring awareness of the organisers' role and the project objectives and expected or achieved results;
- Increase of the involvement of the stakeholders;
- Increase of number of participants;
- Promotion through mass media at regional or national level;
- Defined expected number of participants;
- Creation of new connections and cooperation (of the audience).

Mini Communication Plan

The organization of an event is planned either for specific invited people or for the general public and organisations (and specific people). Thus, in order to achieve the participation of a sufficient number of people, an appropriate communication has to be deployed. That is suggested to be included in a specific mini-communication plan, that will include:

- The general objectives;
- The target groups;



- The specific objects for each target group;
- The main communication activities, defining the nature of activities and the related people and their responsibilities;
- The selected communication tools (e.g. mass media such as regional/national TV or Radio; Regional / National newspapers; advertisement; a dedicated interview promoted through TV/Radio news; podcasts and e-banners in influencing media; promotion through other events; use of social media, mailing lists; sponsored posts; etc.);
- Indicators of the mini-communication plan (e.g. how many people / organisations / ... were reached)
- Evaluation feedback (attendees);
- Human resources and responsibilities;
- Available budget for communication of the event.

Method of Implementation

It is important to define the methodology of implementation, which will be:

- With physical presence;
- Online;
- Hybrid (with physical presence and online).

Also, it should be clarified if the event will be recorded and if so, if it will be uploaded on cloud with access to all participants or anyone. Finally, it should be stated if it will be in online streaming and if so, in which social media.

Selection of Room Space and Facilities

The selection of the room for the event that is planned is very important and there are many factors to consider, such as:

- Size of the audience: The room must be large enough to accommodate all of the attendees comfortably. If a large turnout is expected, the space to be booked, should be adequate.
- Accessibility: The room must be accessible to people with disabilities, including those who use wheelchairs or have other mobility issues.
- Layout: The room should have a layout that is conducive to an awareness event. For example, a room with a stage for speakers may be a prerequisite, subject to the topic of the event, or a space with tables and chairs for attendees to sit and listen.
- Amenities: The room should have the necessary amenities for an awareness event, such as a projector, sound system, and microphone. Also space for break / refreshment area for attendees, catering, etc., may be needed.
- Budget: The cost of renting the room must be within the available budget. The rent should be factored in the cost of any additional amenities that may be needed.

Once all the above factors, have been considered, the choices will be limited to the compatible options and the best room for the event, may be selected.

Indicative tips for selecting the room for the planned event:

- Early room booking: Popular rooms can be booked up quickly, especially if the event is planned during a busy time of year. Booking of the room should be ensured as early as possible to avoid complications.
- In person visit of the room: Once a few potential rooms have been pre-selected, it is strongly advised to visit them in person, to see if they are a good fit for the event. This will give a chance to see the size of the room, the layout, and the amenities.
- Ask for recommendations: If someone who has recently hosted an awareness event, is known, ask them for recommendations for rooms. They may be able to give some valuable insights that wouldn't have been considered otherwise.



Checklist

A secure way to ensure not missing critical or less critical details of the Organisation of a public event, is to set early a checklist and update it during the preparation, with more items or with elimination of certain items and update the engaged people, dates, budget per item, status of each task, etc.

The checklist will not be a fixed package of tasks, but flexibility will allow its adjustment as per the requirements, objectives, expectations, budget, topic of the event, etc.

A checklist would have three (3) parts (pre-event planning; on-site planning; Post-event planning), with specific assignments for each task.

An indicative checklist is as follows:

Pre-event planning

- Set the Organising Team: Set the organization team and distribute roles and responsibilities.
- Set Goals and Objectives: What is expected to be achieved with the specific awareness event? What is the awareness topic about? Is it expected to educate/train participants about a cause, or recruit volunteers?
- Create a Budget: How much money are available for spending for the organization of the event? The organisers should factor in the cost of renting a venue, hiring speakers/keynote speakers, providing catering (food and drinks), and promoting the event.
- Set the Timeline: Prepare a detailed timeline of the organisation of the event, including all phases (pre-event; during event; after event).
- Choose a Date and Time: When will the event take place? The selection of a date and time should be convenient for the target audience.
- Select a Venue: Where will the event be held? The selected venue should be large enough to accommodate the expected audience and have the necessary amenities for the event.

- Promote the Event: How will people be informed about the planned event? The event can be promoted through social media, email marketing, printed advertisements, billboards, mass media (TV, Radio, newspapers, e-media).
- Recruit Volunteers: It is advisable to recruit volunteers to help the organisation with the planning and execution of the event. A volunteer sign-up sheet had to be prepared and spread the word to friends, families, and colleagues of the project team.
- Preparation of Event Documents: Documents such as Invitation, Agenda, Participants' List, Evaluation Questionnaire, Certificate of Participation (should that be the case, subject to the topic of the event) should be prepared in advance.
- Pre-event Registration: In certain occasions, registration for interested people and entities, in advance, is recommended, in order to have some clue about the expected number of participants (although for several reasons, many may not manage to attend at the end), and also potential preferences for food and drinks (or even food allergies) in case catering is planned to be provided. Such registration sheet allows easier on-site registration of actual participants, through preparation of a prefilled sheet, with empty lines as well, where only few elements may be missing (e.g. demographics, education level, age, sex, etc. contact data, in case such are not filled in during the pre-event registration).
- Satisfaction Questionnaire: A simple questionnaire should be prepared for the participants, to express their opinion in a scale (e.g. Likert scale) about the event, if their expectations will be met, and other details.
- General Data Protection Regulation (GDPR): Ensure that all tasks respect the GDPR regulations and the Data Protection Officer (DPO) is nominated.

On-site planning

- Set up the Venue: Be sure to set up the venue well in advance of the event. This includes setting up tables and chairs, arranging decorations, and testing sound and visual equipment.



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- Greet the Guests: Welcome guests to the event and make them feel welcome (it is advisable to manage doing it before the entering the room). Ensure having a sign-in participants list sheet, so that attendance can be tracked. Such sheet to include also data that are useful for assessment purposes (e.g. age, education level, public/private sector). The Registration form is strongly advised to include a column for consent in publishing pictures, where the participants' face may be seen.
- Provide Catering (Food and Drinks): If the event includes catering (providing food and drinks), ensure that it will be enough for everyone. Subject to the available budget, it is advisable to have a variety of options to accommodate different dietary restrictions. It is recommended to ensure known about certain food allergies or cultural restrictions of certain participants (through a pre-registration form).
- Keep the Event Running Smoothly: Be sure to keep the event running smoothly by monitoring the flow of traffic, addressing any problems that arise, and ensuring that all speakers and performers are on time.
- Thank Guests for Attending: At the end of the event, be sure to thank guests for attending and for their support. It is advisable to provide a folder (or bag) with material about the event and the related project, and/or the organization and the place where the event takes place. In case the attendees are arriving from far distances and may stay overnight it is suggested to include also some options for visits, dinning, site and monuments seeing, amusement, etc.
- Facilitator/s: Specific organization team members and volunteers will carry the responsibility of facilitation for the attendees (e.g. in case the venue is in a building to have a person in the gate; to have a person for providing a microphone for interventions or questions; to be in position to assist in several unforeseen occasions; etc.).
- Coordinator and Chair: A member of the organization team will coordinate all the activities, although he/she may/may not chair the actual table of speakers. In case the chair of the panel of speakers is different than the coordinator, the coordinator will do the opening and ask for the official greetings, and then will give the floor to the chair. The Chair (or chairs in case

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more are appointed for different sessions) will summarise conclusions of the discussion of each session. The closing will be made by the coordinator, unless that will be decided to be performed differently.

- General Data Protection Regulation (GDPR): Ensure that during the time of the event, the GDPR regulations are followed.
- Receive Feedback: A simple questionnaire should be provided to the participants, to express their opinion in a scale (e.g. Likert scale) about the event, if their expectations were met, and other details.

Post-event planning

- Evaluate the Event: Once the event is over, some time should be spend, to evaluate its degree of success. What went well? What could have been improved? This information will help the organising team and the entity, to plan future events even better. Evaluate the feedback sent by the participants.
- Send Thank-you Notes: Send thank-you messages/letters to speakers, performers, volunteers, and sponsors. This is a great way to show the appreciation for their help and contributes to ensuring their future assistance and cooperation.
- Follow up with Attendees: Follow up with attendees to see how they enjoyed the event and to learn more about their interest in the event and project cause.
- General Data Protection Regulation (GDPR): Ensure that during the time of the event, the GDPR regulations are followed.

Indicative Example of a Checklist for the pre-event session

HEGO Awareness Event		Partner						
No	Task	YES/NO	Comments	Update date	Person in charge	Completion (Y/N)	Confirmation date	Pending actions
1	Event Date	YES	15-16Jun22	3Feb22	XXXX			
2	Announcement in Media	YES			XXXX			



3	Organisation Committee	YES			XXXX			
4	Scientific Committee	YES			YYYYY			
5	Conferecne webpage	YES			ZZZZZ			
6	Update of announcements in webpage, web-promotion	YES						
7	Hotels, pricing, form for hotels (stay), booking	YES						
8	Defining fees for participants	NO						
9	Badges for participants, speakers							
10	Badge for conference participants - printing + case with clips 9x6cm, 300gr velvet, 4colors, 1 side							
11	Invitations (EN/GR/...)							
12	Invitation Translation in Languages	NO						
13	Invitations Printing							
14	List of Invitees							
15	Send of Invitations							
16	List of Invitees 2 (e.g. spcial guests)							
17	Send of Invitations 2							
18	Follow up invitees and participants (twice)							
19	Agenda design EN/GR/...							

20	Agenda design Translation in EN/GR/..		Only in EN					
21	Agenda printing (EN/GR/..)		Only in EN					
22	Lecture - securing the lecturers							
23	Announcements - Posters to the Scientific Committee							
24	Summaries of the lectures							
25	Summaries of the lectures - Printing							
26	Summaries of the lectures - Translation in EN/EL/RUS	YES	Only in EN					
27	Folder for participants creation EN/GR/RUS (Trilingual)	YES	Only in EN					
28	Folder for participants creation Translation in Other Languages	NO						
29	Folder for participants creation - Printing							
30	Folder for participants creation - pen/pencil purchase							
31	Folder for participants - Filling (newsletters, agenda, map, sites and monuments of interest, promotion material, summaries of lectures, empty sheets/notebook, pen/pencil)							
32	List of Attendees - creation							
33	List of Attendees - printing							
34	List of Attendees - in charge							
35	Facilitator with vehicle for the guests (guide) - Support							

36	Restaurants - booking		see below					
37	Invitation to Journalists - Creation							
38	Invitation to Journalists - List of Journalists							
39	Invitation to Journalists - Sending							
40	Invitation to Journalists - Follow up							
41	Booking of the conference/event room							
42	Securing interpretation (only GR/EN/..)	YES	Only during greetings					
43	Interpretation booth + earphones	YES	Only during greetings					
44	Securing translator	NO						
45	Securing recording	NO						
46	Transcript	NO						
47	Conference/Event Banner with LOGO Creation EN (5)	YES						
48	Conference/Event Banner with LOGO Translation GR (5)	NO						
49	Conference/Event Banner with LOGO - Printing - Mechanism							
50	Putting Conference/Event banner							
51	Posters A3 of the conference/event - creation EN/GR/RUS	YES						
52	Posters A3 of the conference/event - Translation in Other Languages	NO						



53	Posters A3 printing (100)	YES						
54	Placement Conference/Event posters in public space (Town Hall, etc.)	YES						
55	Posters' sending to partners (e-out of the country, printed intra-country), etc. for Placement	YES						
56	Securing Catering (Day1 morning/Day1 afternoon/ Day2 morning/Day2 afternoon)	YES						
57	Food (Welcome dinner day0/Standing Lunch Day1/Standing Lunch day2)	YES						
58	Food (Dinner Day1 (optional)/Dinner Day2 (XXXX))	YES						
59	Food (Lunch day3)	YES						
60	Excursion1 - securing		Panaghia					
61	Excursion1 - securing coffee break							
62	Excursion2 - securing		Philippi					
63	Excursion2 - securing coffee break							
64	Support team during conference/event	YES	Participants' list, etc.					
65	Support team during conference/event - Coordinator	YES						
66	Photographer / Photographs	YES						
67	Video	YES	Only during greetings					
68	Press Release Before / After	YES						
69	Collection of printed and digital publications about the event	YES						

70	Conference webpage update (after the event)	YES			ZZZZZ			
71	Project webpage update (after the event)	YES			RRRR			
72	Bus boking for excursion1	YES	Two (2)					
73	Bus boking for excursion3	YES	Two (2)- return by taxi (20*6)					
74	Bus boking for study vist (day3)	YES	Two (2)					
75	Guide for excursion1	YES						
76	Guide for excursion2	YES						
77	Coffee during the Study Visit (place...)	YES						
78	Awards t students (best ideas - proposals)	YES	1500 1st 1000 2nd 500 3rd					
79	Securing stay cost for students (10 twin bed rooms - 5 nights x 80EUR)	YES	Hotel...					
80	Organisation - Coordination - Technical support team	YES	3 person (EN, experience)					
81	Bags	NO						
82	Backup of all material (before/during/after the event)	YES						
83	DPO appointed	YES						
84	GDPR check	YES						
85	Feedback Questionnaire	YES						
86	Evaluation - Indicators (KPI)	YES						



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87	SC Meeting (separate)	YES	18-Jun-22					
88								

Sub-contractor
ZZZZZZ

PROJECT TEAM		Τηλέφωνο	Email	Skype
XXXXX / GS				
ZZZZZ / MCh				
YYYYYY / YAT				

FACILITATORS		Τηλέφωνο	Email	Skype
XXXX				
YYYY				
ZZZZ				
TTTT				
RRRR				

TECHNICAL SUPPORT		Τηλέφωνο	Email	Skype
HHHH				
NNNN				



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Invitation - Template Indicative Example



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**Development Association of
Halkidiki S.A. (ANETXA)**



20, Al. Papadiamanti str, PO Box. 81
63100, Poligiros – Halkidiki,
Greece

Poligiros, 18/4/2022

To:
List of Recipients

Tel: +30 2371024407
e-mail: livadiotis@anetxa.gr

INVITATION to the 1st Business Forum Conference (GREECE) of HEGO project

We are pleased to invite you to participate in the 1st Business Forum Conference of the project HEGO (Herbs for Growth) which refers to the exploitation of the growth potential of the sustainable occupation of herbs. The conference will be held on the 5th of May 2022, 09.30 - 13.00, in the conference center “Diakonia”, in Thessaloniki.

The HEGO project is implemented within the framework of the Black Sea Basin 2014-20202 programme and ANETXA is the lead beneficiary.

Faithfully,

Georgios Pasis
President of the Board

Location data of the conference centre “Diakonia”: 65 N. Plastiras str., Pylaia, Thessaloniki
<https://www.vrisko.gr/en/details/map/5dc27a2b217614cf03dd7127053cc745>

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About the HEGO project

The project **HEGO (Herbs for Growth)**, refers to the sustainable exploitation of herbs (cultivation, entrepreneurship, trading), in order to increase the income of the involved parties and the local society and using natural resources in order to be available for the future generations.

The exploitation of herbs in rural areas, can indeed contribute to the growth of local economy and through that to avoid the reduction of local population.

The significant positive impact of the HEGO Project will be the change of the production model for herb products in all Project countries, which will lead to the positive effect on improving the **economic and business performance of the herb sector** and indirectly on contributing to the **biodiversity conservation of endemic herb plant species**, with the sustainable utilization in Project countries (Armenia, Georgia, Greece, Moldova).

The HEGO Project addresses to the above mentioned common challenges by developing training tools and by applying them in activities:

- Informing and **educating** stakeholders for reducing collecting **herbs** form the wild and promoting **agricultural diversified new cultivations** with improved trade value added products (endangered and endemic herb plant species for processed products)
- Informing and educating stakeholders on how to adapt to **new challenges in farming entrepreneurship**, trade and product quality with reference to herb products
- Establishing and promoting “**research to business**” networking linkages among research organizations and relevant enterprises with reference to the improved value of herbs, especially for endemic species, having potential markets in Food industry, Pharmacy and Cosmetics.
- Establishing and promoting multi-lateral cross-border and international **trade links** for herb products produced in participating countries using ICT and **Marketing and Branding Strategies**.
- Improving the access of agricultural enterprises in **granting and investment schemes** as well as in initiatives for the **creation of clusters** in agricultural sector.

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Agenda - Template Indicative Example



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**Development Association of
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20, Al. Papadiamanti str, PO Box. 81
63100, Poligiros – Halkidiki,
Greece

1st Business Forum Conference (GREECE) of the HEGO project

Thursday, 5th of May 2022

Venue: Congress Center “Diakonia”

65 N. Plastira str., Pylaia, GR54250 Thessaloniki

Tel: +30 2310 397700

<https://www.vrisko.gr/en/details/map/5dc27a2b217614cf03dd7i27053cc745>

Agenda

09.30 - 10.00	Registration <i>Stergios Polychronis</i>
10.00 - 10.15	Welcome speeches
10.15 - 10.30	Introduction to HEGO Project <i>Tassos Livadiotis</i> <i>Project Coordinator (ANETXA SA)</i>
10.30 - 10.45	HEGO Market Research in the Black Sea and North Aegean area <i>Katerina Paltaki</i> <i>Expert Scientist (AUTH)</i>
10.45 - 11.00	HEGO Training courses for sustainability and Growth <i>Europe Sofia Dalampira</i> <i>Expert Scientist (AUTH)</i>

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11.00- 11.15	The “Cluster” concept: An opportunity for Greece <i>Smaragda Nikouli</i> <i>Expert Scientist (ANETXA SA)</i>
11.15 - 11.45	Coffee break
11.45 - 12.00	Association “Forest Product” - one of the main clustering schemes in the herbs sector in Georgia <i>Giorgi Gujaraidze</i> <i>Chairman of Association “Forest Product”</i>
12.00 - 12.15	The power of events as a communication tool for businesses <i>Aida Nika</i> <i>Managing Director, AIDA</i>
12.15 - 12.30	Quality control and promotion prospects for Aromatic and Medicinal Plants of Holy Monastery of Vatopedi <i>Efstratios Michailidis</i> <i>Head of Quality Control Department of Holy Monastery of Vatopedi QCD-HMV</i>
12.30 - 12.45	Innovative ideas for the exploitation of Lavender cultivation <i>Aggelos Zamanis</i> <i>General Manager, AGROVISION</i>
12.45 - 13.15	Questions - Discussion <i>Tassos Livadiotis</i>
13.15 - 13.20	Closure <i>Tassos Livadiotis</i>
13.20 - 14.10	Light Lunch <i>Stergios Polychronis</i>
14.10	End of the event

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List of Trainers / Lecturers



Αναπτυξιακή Χαλκιδικής Α.Ε. Αναπτυξιακός Οργανισμός Τοπικής Αυτοδιοίκησης (ΑΝΕΤ.ΧΑ. Α.Ε.)
Development Association of Halkidiki SA (ΑΝΕΤΧΑ SA)



1^ο Συνέδριο Επιχειρηματικότητας του Έργου HEGO, Πέμπτη, 5 Μαΐου 2022
1st Business Conference of the project HEGO, 5 May 2022

Τόπος: Συνεδριακό Κέντρο “Διακονία” Ν. Πλαστήρα 65, Πυλαία, 54250 Θεσσαλονίκη
Venue: Conference Centre “Diakonia” 65 N. Plastiras str., Pylaia, GR54250 Thessaloniki

Κατάσταση Εισηγητών (List of lecturers)

A/A No	Όνοματεπώνυμο Name, Surname	Φορέας Organisation	Ειδικότητα Speciality	Τηλέφωνο Telephone / Email	Συναίνεση δημοσίευσης φωτογραφιών που ενδέχεται να σας περιλαμβάνουν Consent to publish photos that may include you NAI/OXI (YES/NO)	Υπογραφή Signature



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Θεσσαλονίκη (Thessaloniki), 5/5/2022

List of Participants - Template Indicative Example



Αναπτυξιακή Χαλκιδίκης Α.Ε. Αναπτυξιακός Οργανισμός Τοπικής Αυτοδιοίκησης (ΑΝ.ΕΤ.ΧΑ. Α.Ε.)
Development Association of Halkidiki SA (ANETXA SA)

1^ο Συνέδριο Επιχειρηματικότητας του Έργου HEGO, Πέμπτη, 5 Μαΐου 2022
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Venue: Conference Centre “Diakonia” 65 N. Plastiras str., Pylaia, GR54250 Thessaloniki

Κατάσταση συμμετεχόντων (List of Participants)

A/A No	Όνοματεπώνυμο Name, Surname	Φορέας Organisation	Τηλέφωνο Telephone	Email	Συμνείση δημοσίευσης φωτογραφιών που ενδέχεται να σας περιλαμβάνουν Consent to publish photos that may include you NAI/ΟΧΙ (YES/NO)	Υπογραφή Signature



Θεσσαλονίκη (Thessaloniki), 5/5/2022



Promotional – Informational Material During the Event

An event becomes more interesting if it is envisaged to provide promotional materials. Subject to the available budget and expectations of the planned public event, there's a large variety of different types of promotional materials that can be given away during an awareness event. Indicative examples of such materials:

- Handouts: Handouts are a great way to provide attendees with more information about the cause of the event or organization. They can be printed on a variety of materials, such as paper, flyers, Leaflets, or brochures. Be sure to include all of the important information about the cause of the event on the handouts, such as the mission statement, contact information, funding source, and ways to get involved.
- Folder with Summaries of the Lectures: Subject to the available budget, it worth providing summaries of the lectures as this will keep the interest of the audience and also can contribute in reviewing later.
- T-shirts: T-shirts are a great way to get the message out there and to show the support for the cause. They can be customized with the project (or event) logo or slogan, and they are a great way to keep attendees thinking about the cause of the event, after the event is over.
- Mugs: Mugs are a great way to promote the objective of the event and the project, while at the same time it has a use. They can be customized with the logo or slogan of the related project (or the event), and they are a great way to remind attendees of the event, every time they use their mug.
- Pens: Pens are a small but useful promotional item that can be given away at awareness events. They can be customized with the logo or slogan of the related project (or the event), and they are a great way to get the message of the event and the project, out there.
- Notebook: A notebook beside its practical use, can be used to promote further the objectives of the planned event and the related project.



- Badges: Badges are a great way to show attendees that they are part of the cause. They can be customized with the logo or slogan of the related project (or the event), and they are a great way to build community among attendees.

No matter what type of promotional material will be chosen to be given away, it is advisable to select it in order the attendees to actually want to keep. This way the cause of the event will be reminded long after the event is over.

Some additional tips for choosing promotional materials for the planned public event are:

- Selected materials to be relevant to the cause.
- Selected materials to be of high-quality and durable.
- Selected materials to be affordable.
- Choose materials that are easy to distribute.
- Make sure that the promotional materials are consistent with the branding and the logo of the related project.

Participants' Evaluation - Template Indicative Example of Questionnaire

The evaluation of an event by the participants, is an important part of an event, in order to allow the project team of the organisation to improve its approach to the implementation, highlight some flaws, etc.

An indicative example of questionnaire could include the following questions, with answers in the scale 1 to 5 (where 1 is for worst / lowest and 5 for best / highest), or text, where requested:

- Overall, how would you rate your experience at the event?
[1 to 5]
- How likely are you to recommend this or a similar event to a friend or colleague?
[1 to 5]



- What did you like most about the event? [text]
.....
- What could have been improved? [text]
.....
- Did you learn anything new at the event? [text]
.....
- How likely are you to take action based on what you learned at the event?
[1 to 5]
- Would you attend another similar event like this in the future?
[1 to 5]
- Any other comments or suggestions? [text]
.....
- Did you find the speakers to be informative and engaging?
[1 to 5]
- Was the catering (food and drinks) good?
[1 to 5]
- Was the venue comfortable and accessible?
[1 to 5]
- Were you able to connect with other attendees?
[1 to 5]
- Did you feel like you learned something from the event?
[1 to 5]

The collected feedback from this questionnaire will help to improve the future public events of the organising entity. The feedback can be used to identify elements where there's margin for improvement of the content, the speakers, the catering, the venue, or the overall experience. The feedback can also be used to gauge the level of interest in the cause of the event, and to identify new ways to reach the target audience.



General Evaluation Indicators [Key Performance Indicators (KPI)]

Measuring the impact of a public event is important for future improvements. The selection of certain Key Performance Indicators (KPI) is a preliminary process. The specific KPIs that can be tracked, will depend on the goals of the event and the target audience. By tracking these KPIs, the organisers can get a better understanding of how well the event is performing and make necessary adjustments to improve it in the future.

Some indicative KPIs are:

- **Attendance**: The number of people who attend the event is a good measure of its overall success. The number of attendees can be compared with the number of attendees to the target audience and to the number of attendees at previous events to identify how the specific event is performing.
- **Social Media Engagement**: The level of engagement on social media is a good indicator of how well the event is resonating with people. The number of views can be tracked (“People Reached”), “likes”, and shares of the event’s social media posts to see how much attention it is getting.
- **Media Coverage**: The amount of media coverage that the public event receives is another good indicator of its success. The number of articles, blog posts, and news stories that mention the event, can be tracked, to see how much exposure it is getting.
- **Website Traffic**: The number of people who visit the website after attending the event, is a good measure of its impact. The number of visits to the website from the date of the event, can be tracked, to see how many people are learning more about the cause of the event.
- **Lead Generation**: The number of people who sign up for the email list or make a donation (e.g. paid study visit) after attending the event is a good measure of its effectiveness. The number of associates, clients, partners, generated from the public event, can be tracked, to ascertain how many people are taking action based on what they learned.
- **Net Promoter Score (NPS)**: NPS is a survey-based metric that measures customer loyalty. Attendees can be asked to rate their likelihood of

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recommending the event (or a similar event) to a friend or colleague on a scale of 1 to 10. A higher NPS score indicates that attendees are more likely to recommend the event (or a similar event) to others, which is a good sign of success.

“Scores of 9-10 are considered “**promoters**” who will act as loyal enthusiasts for your event brand.

Scores of 7-8 are “**passives**” who are satisfied attendees but are still vulnerable to competitive offerings.

Scores between 0-6 are considered “**detractors**” who risk damaging your event brand through negative reviews.

$\% \text{ promoters} - \% \text{ detractors} = \text{NPS}$ ” (Bizzaro, 2022).

A more expanded KPI set would include:

- Number of pre-registered persons;
- Attendance rate (registered in the event / pre-registered attendees) (%);
- Feedback rate (questionnaires collected / attendees (%));
- Active community members (sort the active attendees per type);
- Messages Sent (A1. Total messages sent; A1.1. Total chat messages; A1.2. Total Q&A¹ messages; B1. Total reactions; B1.1. Total chat reactions; B1.2. Total Q&A reactions);
- Speaker Engagement (tools like live polling, live audience reactions in questions, surveys after the session can give metrics useful to assess the lecture’s impact on the audience);
- In case of online events (or rarely during physical presence) session analytics for participants per session (number; average duration in % per session duration);
- Top performing topics (positive interest per session / total positive interest in the sum of the sessions);

¹ Q&A: Questions and Answers.

- In case of online events, Live polling response rate (participants in polling / participants in event);
- In case of online events, Audience reactions (number of “excitement”/”like”/”applause”/”other”);
- Returning attendees (number of attendees that participated in previous events of the organising entity).

The evaluation can include also analysis of demographics (men/women; age; educational level; financial status; etc.), while it can also use the INFOGRAPHICS approach to present specific data and findings.

Available Budget

The available budget for the organization of a public event is an important factor for the quality and degree of its promotion.

That should be wisely be split between different tasks.

Indicative Breakdown of the available budget

HEGO Awareness Event		Partner		300	Expected Attendees		
No	Task	without VAT	Items	Costs (without VAT)	Comments		
1	Event Date	- €		- €			
2	Announcement in Media	- €		- €			
3	Organisation Committee	- €		- €			
4	Scientific Committee	- €		- €			
5	Conference webpage	- €		- €			
6	Update of announcements in webpage, web-promotion	- €		- €			

7	Hotels, pricing, form for hotels (stay), booking	- €		- €			
8	Defining fees for participants	- €		- €			
9	Badges for participants, speakers	- €		- €			
10	Badge for conference participants - printing + case with clips 9x6cm, 300gr velvet, 4colors, 1 side	1,30 €	300	390,00 €			
11	Invitations (EN/GR/...)	50,00 €	1	50,00 €			
12	Invitation Translation in Languages	30,00 €	0	- €			
13	Invitations Printing	0,60 €	100	60,00 €			
14	List of Invitees	50,00 €	1	50,00 €			
15	Send of Invitations	50,00 €	2	100,00 €			
16	List of Invitees 2 (e.g. special guests)	50,00 €	1	50,00 €			
17	Send of Invitations 2	0,80 €	70	56,00 €			
18	Follow up invitees and participants (twice)	50,00 €	2	100,00 €			
19	Agenda design EN/GR/...	- €	0	- €			
20	Agenda design Translation in EN/GR/..	- €	0	- €			
21	Agenda printing (EN/GR/..)	0,60 €	330	198,00 €			
22	Lecture - securing the lecturers	- €	0	- €			
23	Announcements - Posters to the Scientific Committee	- €	0	- €			
24	Summaries of the lectures	- €	40	- €			

25	Summaries of the lectures - Printing	0,20 €	40	8,00 €			
26	Summaries of the lectures - Translation in EN/EL/RUS	- €	0	- €			
27	Folder for participants creation EN/GR/RUS (Trilingual)	100,00 €	1	100,00 €			
28	Folder for participants creation Translation in Other Languages	- €	0	- €			
29	Folder for participants creation - Printing	2,00 €	300	600,00 €			
30	Folder for participants creation - pen/pencil purchase	0,40 €	360	144,00 €			
31	Folder for participants - Filling (newsletters, agenda, map, sites and moumeents of interest, promotion material, summaries of lectures, empty sheets/notebook, pen/pencil)	1,00 €	300	300,00 €			
32	List of Attendees - creation	50,00 €	1	50,00 €			
33	List of Attendees - printing	0,20 €	20	4,00 €			
34	List of Attendees - in charge	50,00 €	3	150,00 €			
35	Facilitator with vehicle for the guests (guide) - Support	70,00 €	2	140,00 €			
36	Restaurants - booking	- €	0	- €			
37	Invitation to Journalists - Creation	50,00 €	1	50,00 €			
38	Invitation to Journalists - List of Journalists	50,00 €	1	50,00 €			
39	Invitation to Journalists - Sending	35,00 €	0,4	14,00 €			
40	Invitation to Journalists - Follow up	50,00 €	2	100,00 €			

41	Booking of the conference/event room	- €	0	- €			
42	Securing interpretation (only GR/EN/..)	300,00 €	2	600,00 €			
43	Interpretation booth + earphones	1.400,00 €	1	1.400,00 €			
44	Securing translator	- €	0	- €			
45	Securing recording	- €	0	- €			
46	Transcript	- €	0	- €			
47	Conference/Event Banner with LOGO Creation EN (5)	100,00 €	1	100,00 €			
48	Conference/Event Banner with LOGO Translation GR (5)	- €	0	- €			
49	Conference/Event Banner with LOGO - Printing - Mechanism	150,00 €	5	750,00 €			
50	Putting Conference/Event banner	5,00 €	5	25,00 €			
51	Posters A3 of the conference/event - creation EN/GR/RUS	- €		- €			
52	Posters A3 of the conference/event - Translation in Other Languages	- €		- €			
53	Posters A3 printing (100)	0,70 €	100	70,00 €			
54	Placement Conference/Event posters in public space (Town Hall, etc.)	50,00 €	1	50,00 €			
55	Posters' sending to partners (e- out of the country, printed intra-country), etc. for Placement	3,00 €	50	150,00 €	1,00 €	2,00 €	
56	Securing Catering (Day1 morning/Day1 afternoon/ Day2 morning/Day2 afternoon)	3,00 €	400	1.200,00 €			2x100x2
57	Food (Welcome dinner day0/Standing Lunch Day1/Standing Lunch day2)	49,00 €	100	4.900,00 €	15x100	17x100	17x100

58	Food (Dinner Day1 (optional)/Dinner Day2 (XXXX))	17,00 €	100	1.700,00 €			
59	Food (Lunch day3)	17,00 €	100	1.700,00 €			
60	Excursion1 - securing	- €	0	- €			
61	Excursion1 - securing coffee break	3,00 €	100	300,00 €			
62	Excursion2 - securing	- €	0	- €			
63	Excursion2 - securing coffee break	3,00 €	100	300,00 €			
64	Support team during conference/event	- €	0	- €	below		
65	Support team during conference/event - Coordinator	- €	0	- €	below		
66	Photographer / Photographs	- €	0	- €	we		
67	Video	500,00 €	1	500,00 €	only during greetings		
68	Press Release Before / After	- €	0	- €			
69	Collection of printed and digital publications about the event	- €	0	- €			
70	Conference webpage update (after the event)	1.500,00 €	1	1.500,00 €			
71	Project webpage update (after the event)	- €	1	- €			
72	Bus boking for excursion1	200,00 €	0	- €			
73	Bus boking for excursion3	300,00 €	1	300,00 €	return by TAXI 20x6		
74	Bus boking for study vist (day3)	500,00 €	2	1.000,00 €			

75	Guide for excursion1	150,00 €	1	150,00 €			
76	Guide for excursion2	150,00 €	1	150,00 €			
77	Coffee during the Study Visit (place....)	3,00 €	100	300,00 €			
78	Awards t students (best ideas - proposals)	3.000,00 €	1	3.000,00 €	1500	1000	500
79	Securing stay cost for students (10 twin bed rooms - 5 nights x 80EUR)	500,00 €	5	2.500,00 €			
80	Organisation - Coordination - Technical support team	2.500,00 €	5	12.500,00 €			
81	Bags	- 2,95 €	300	885,00€			
82	Backup of all material (before/during/after the event)	1.200,00 €	1	1.200,00 €			
83	DPO appointed			- €			
84	GDPR check			- €			
85	Feedback Questionnaire			- €			
86	Evaluation - Indicators (KPI)			- €			
87	SC Meeting (separate)			- €			
88				- €			
				39.994,00 €			

Human Resources – Responsibilities

The human resources that will be needed in the organization of an awareness event vary depending on the size and scope of the event. However, some common roles that may be needed include:



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- Event Planner: The event planner is responsible for the overall planning and coordination of the event. This includes tasks such as choosing a date and location, ensuring speakers and performers, and developing the event agenda.
- Marketing and Communications Coordinator: The marketing and communications manager is responsible for promoting the event and generating interest among potential attendees. This includes tasks such as creating and distributing promotional materials, managing social media channels, and writing press releases.
- Facilitators: People that will support the implementation, and assist the attendees for any unforeseen or regular request or incident.
- Other project team members: Includes persons with specific responsibilities (e.g. follow up the emails sent to invitees and journalists; purchase and check of promotional materials; technical support for online streaming, etc.)
- Volunteer Coordinator: The volunteer coordinator is responsible for recruiting and managing volunteers to help with the event. This includes tasks such as screening volunteers, assigning tasks, and providing training.
- Volunteers: They are recruited to assist with the organisation, mainly during the implementation day/s.
- Fundraiser: (in case of a non-funded event). The fundraiser is responsible for raising money to cover the costs of the event. This includes tasks such as writing grant proposals, soliciting donations from individuals and businesses, and organizing fundraising events.
- Logistics Manager: The logistics manager is responsible for ensuring that the event will run smoothly on the day of the event. This includes tasks such as setting up the venue, managing the flow of attendees, and providing catering (food and beverages) service.
- Security Personnel: Security personnel may be needed to provide security at the event, especially, if it is a large or high-profile event.



- Medical Personnel: Medical personnel may be needed to provide medical assistance to attendees in case of an emergency. To be considered especially for large events.

The event team, through its planner and communications coordinator, will be in close coordination with the team of the related project.

In addition to these core roles, there may be other specialised roles needed depending on the specific needs of the event. For example, if the event is a technical or scientific conference, there may be a need for technical experts to provide support to attendees. Or, if the event is a cultural event, there may be a need for artists, musicians, or performers to participate.

The number of human resources needed will also vary depending on the size and scope of the event. A small event may only require a few people to plan and execute it, while a large event may require a team of dozens or even hundreds of people.

It is important to carefully consider the human resources needs of an awareness event in order to ensure that it is successful. By having the right people in place, it can be ensured that the event is well-planned, well-promoted, and well-run. This will help to maximize the impact of the event and reach as many people as possible with the event message.

Press Releases – Template Indicative Example

Press Releases include pro-event and after -event documents, published in newspapers and other media, as well as in the webpages of the project partners, the project, and (if the case) the webpage of the event, and related social media.



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Indicative Press release before the event



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**Development Association of
Halkidiki S.A. (ANETXA)**
20, Al. Papadiamanti str, PO Box. 81
63100, Poligiros – Halkidiki,
Greece

Polygyros, 26 April 2022

PRESS RELEASE

ANETXA, within the framework of the project HEGO which is co-funded by the Programme Black Sea Basin 2014-2020, organises the **1st Business Forum Conference of the project** which refers to the exploitation of the growth potential of the sustainable occupation of herbs.

The conference will be held on the **5th of May 2022, 09.30 - 13.00, in the conference center “Diakonia”, in Thessaloniki.**

Georgios Paspalis

President of the Board

Location data of the conference centre “Diakonia”: 65 N. Plastiras str., Pylaia, Thessaloniki

<https://www.vrisko.gr/en/details/map/5dc27a2b217614cf03dd7127053cc745>

About the HEGO project

The project HEGO (Herbs for Growth), refers to the sustainable exploitation of herbs (cultivation, entrepreneurship, trading), in order to increase the income of the involved parties and the local society and using natural resources in order to be available for the future generations.

The exploitation of herbs in rural areas, can indeed contribute to the growth of local economy and through that to avoid the reduction of local population.

The significant positive impact of the HEGO Project will be the change of the production model for herb products in all Project countries, which will lead to the positive effect

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on improving the **economic and business performance of the herb sector** and indirectly on contributing to the **biodiversity conservation of endemic herb plant species**, with the sustainable utilization in Project countries (Armenia, Georgia, Greece, Moldova).

The HEGO Project addresses to the above mentioned common challenges by developing training tools and by applying them in activities:

- Informing and **educating** stakeholders for reducing collecting **herbs** from the wild and promoting **agricultural diversified new cultivations** with improved trade value added products (endangered and endemic herb plant species for processed products)
- Informing and educating stakeholders on how to adapt to **new challenges in farming entrepreneurship**, trade and product quality with reference to herb products
- Establishing and promoting “**research to business**” networking linkages among research organizations and relevant enterprises with reference to the improved value of herbs, especially for endemic species, having potential markets in Food industry, Pharmacy and Cosmetics.
- Establishing and promoting multi-lateral cross-border and international **trade links** for herb products produced in participating countries using ICT and **Marketing and Branding Strategies**.
- Improving the access of agricultural enterprises in **granting and investment schemes** as well as in initiatives for the **creation of clusters** in agricultural sector.

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Indicative Press release after the event



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**Development Association of
Halkidiki S.A. (ANETXA)**
20, Al. Papadiamanti str, PO Box. 81
63100, Poligiros – Halkidiki,
Greece

Polygyros, 6 May 2022

PRESS RELEASE

ANETXA, within the framework of the Programme Black Sea Basin 2014-2020, organised the **1st Business Forum Conference of the project** which refers to the exploitation of the growth potential of the sustainable occupation of herbs, on **the 5th of May 2022, in the conference center “Diakonia”, in Thessaloniki.**

In the conference, the objectives of the project, along with the expected results, the preparation of the Black Sea Basin and North Acluster of herbs, and good practices in the herbs’ sector were presented. The conference was also a good opportunity for networking between participants and stakeholders.

Georgios Paspalis

President of the Board

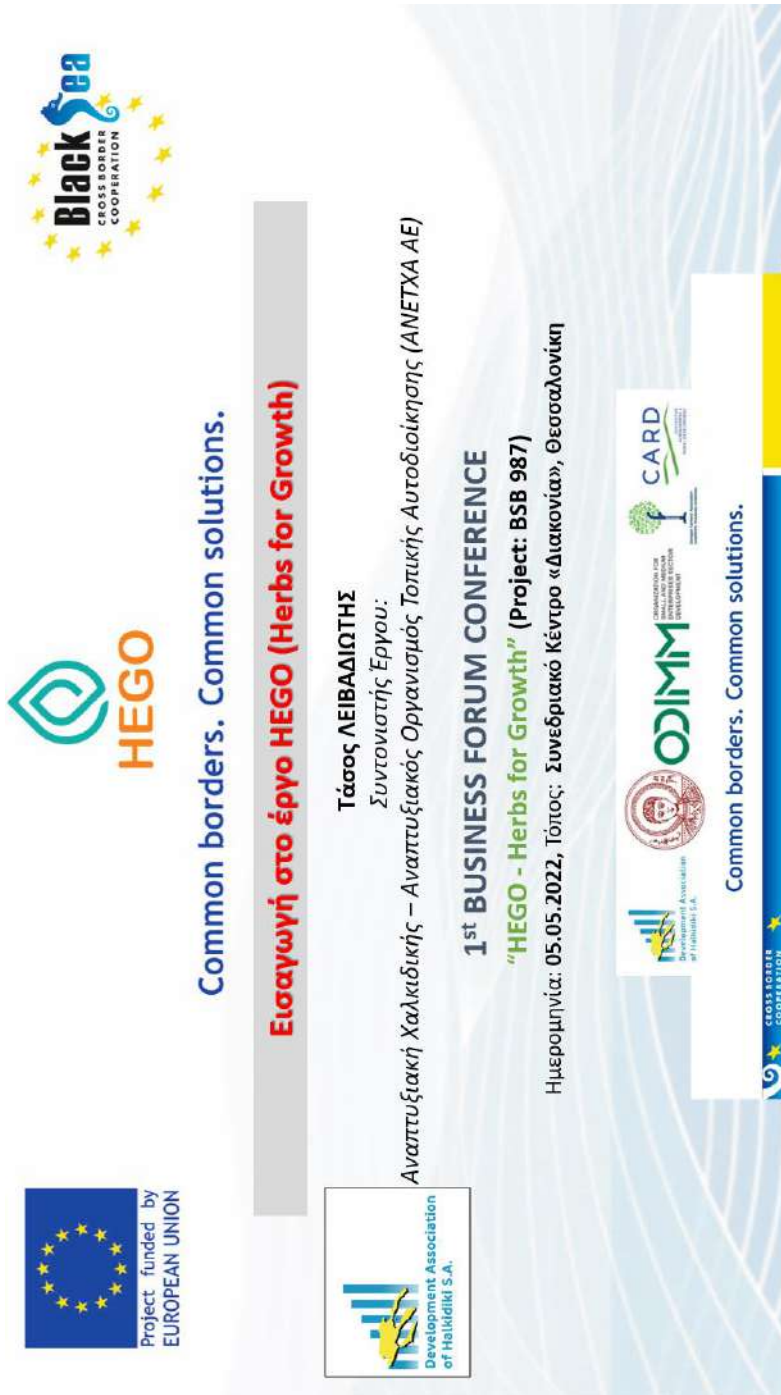
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Indicative Template of Presentations



The slide features a light blue background with a white wavy pattern. At the top left is the European Union flag logo with the text "Project funded by EUROPEAN UNION". At the top center is the HEGO logo. At the top right is the Black Sea Cross Border Cooperation logo. Below these logos is the text "Common borders. Common solutions." in blue. A grey horizontal bar contains the text "Εισαγωγή στο έργο HEGO (Herbs for Growth)" in red. Below this bar, the text "Τάσος ΛΕΙΒΑΔΙΩΤΗΣ" and "Συντονιστής Έργου:" is displayed. Underneath is the text "Αναπτυξιακή Χαλκιδικής – Αναπτυξιακός Οργανισμός Τοπικής Αυτοδιοίκησης (ΑΝΕΤΧΑ ΑΕ)". A white box at the bottom left contains the logo of the Development Association of Halkidiki S.A. The main content area includes the text "1st BUSINESS FORUM CONFERENCE" and "“HEGO - Herbs for Growth” (Project: BSB 987)". Below this is the date and location: "Ημερομηνία: 05.05.2022, Τόπος: Συνεδριακό Κέντρο «Διακονία», Θεσσαλονίκη". At the bottom right, there is a white box with the text "Common borders. Common solutions." and a blue bar with the Black Sea Cross Border Cooperation logo. The bottom of the slide features a blue bar with the text "Common borders. Common solutions." and a yellow bar.

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Γενικές πληροφορίες για το έργο...

- Χρηματοδοτείται από το **Μέσο Ευρωπαϊκής Γειτονίας (ENI)** διαμέσου του προγράμματος **ΛΕΚΑΝΗ ΤΗΣ ΜΑΥΡΗΣ ΘΑΛΑΣΣΑΣ (Black Sea Basin 2014-2020)** και ειδικότερα μέσω...

- **Προτεραιότητα: 1** Προώθηση της **επιχειρηματικότητας** στη **Λεκάνη της Μαύρης Θάλασσας**
- **Ειδικός Στόχος: 1.2** Αύξηση των **διασυνοριακών ευκαιριών εμπορίου και εκσυγχρονισμός του αγροτικού και των συνδεδεμένων τομέων**

- Εγκρίθηκε από τη **Διαχ. Αρχή (Joint Monitoring Committee): Σεπτέμβριος, 2019**

Συν. προϋπολογισμός	745.983,00
Συγχρηματοδότηση ENI (92%)	686.304,36
Δημόσια Συμμετοχή (8%)	59.678,64

- **Διάρκεια: 30 μήνες**
- **Έναρξη: 1^η Ιουλίου 2020**
- **Λήξη: 31 Δεκεμβρίου 2022**



Catering

Catering services during coffee break of an event is a good opportunity for networking and closer engagement of the participants and stakeholders.

Similarly, light lunch is an opportunity for networking.

It is important to consider the available budget when planning the catering for the event to avoid overspend, but also provide attendees with food that they will enjoy. By carefully considering the options, a balance between budget and quality that works for the event, can be found.

Indicative Catering for Coffee break

- Coffee: This is a must-have for any coffee break. A variety of coffee options can be offered, such as espresso, lattes, frappe, Americano, and cappuccinos.
- Tea: Tea is another popular option for coffee breaks. A variety of tea options can be offered, such as black tea, green tea, chamomile, and herbal tea.
- Water: Water is essential for the participants to stay hydrated, especially during a long event. Bottled or filtered water can be offered.
- Snacks: Snacks are a great way to keep attendees until lunch or dinner. A variety of snacks, such as cookies, crackers, and fruit, can be offered.
- Pastries: Pastries are a delicious option for coffee breaks. A variety of pastries, such as croissants, muffins, and danishes can be offered.

The menu can be tailed to the specific needs of the event and the target audience. For example, if the event is for a health-conscious audience, more-healthy snacks may be offered, such as fruits and nuts. Or, if the event is for a younger audience, more fun and festive options may be offered, such as cupcakes or ice cream sandwiches.

Indicative Light Lunch / Standing Lunch

Appetizers:

- Vegetable crudité with hummus: This is a healthy and refreshing appetizer that is perfect for an awareness event. It is also vegan and gluten-free, making it accessible to a wider range of attendees.



- Fruit salad: This is another healthy and refreshing option that is perfect for an awareness event. It is also a good source of vitamins and minerals, which can help to keep attendees energized throughout the event.
- Mini quiches: These are a classic appetizer that is always a crowd-pleaser. They are also relatively easy to make, which can save time and money.

Main course:

- Grilled chicken or fish: This is a classic main course that is perfect for an awareness event. It is also relatively healthy and can be made to accommodate a variety of dietary restrictions.
- Pasta salad: This is a hearty and satisfying main course that is perfect for an awareness event. It is also a good source of carbohydrates, which can help to keep attendees energized throughout the event.
- Vegetable stir-fry: This is a healthy and flavourful main course that is perfect for an awareness event. It is also a good option for vegetarians and vegans.

Dessert:

- Fruit crumble: This is a classic dessert that is always a crowd-pleaser. It is also relatively easy to make, which can save time and money.
- Cupcakes: These are a fun and festive dessert that is perfect for an awareness event. They are also relatively easy to make, which can save time and money.
- Ice cream sundaes: These are a delicious and indulgent dessert that is perfect for an awareness event. They are also a good option for people with dietary restrictions, as they can be customized to meet individual needs.

The menu can be tailed to the specific needs of the event and the target audience. For example, if the event is for a health-conscious audience, more vegetarian and vegan options can be offered. Or, if the event is for a younger audience, more fun and festive options, such as cupcakes or ice cream sundaes may be offered.



Registration Form

A registration form for advance-registration is a useful tool as it allows to have an idea of the expected audience, furthermore it allows receiving data such as age, organisation, sex, education, which can be used for statistical reasons, plus it can be included in the event registration form and save registration time in the day/s of the event.

The form of pre-event registration can include:

- Name,
- Surname,
- Organisation,
- Position,
- Age,
- Education Level,
- Special Dietary Needs,
- Consent for Publication of Photos that May Include the Picture of the Participants.

Special Dietary Preferences – Food Allergies

As presented above, known special dietary preferences and food allergies, allows organising the catering also for those needs. Such will be really appreciated by the participants, while it shows respect to the needs of the audience.

Follow Up Action After the Event

Follow-up actions, can ensure that the momentum of the event continues and that a wider audience with the message of the event is reached. Furthermore, a connection with the audience becomes more tight, which is useful for future events, but also for other actions, such as debates, expression of opinion on certain topics of the interest of the Organisation, etc.



Indicative actions after the event has ended:

- Sending thank-you notes to attendees: This is a great way to show appreciation for their time and support. This is also an opportunity to ask them for feedback on the event, in case they hadn't returned the evaluation sheet.
- Posting photos and videos from the event, in social media: This is a great way to keep the momentum going and to reach a wider audience. This opportunity can be used also to ask attendees to share their own photos and videos.
- Writing a blog post about the event: This is a great way to share more details about the event and to provide additional information about its cause. This opportunity can be also used to call to action and encourage readers to get involved.
- Creating a video recap of the event: This is a great way to capture the highlights of the event and to share it with a wider audience. This opportunity can be used to ask attendees to share the video with their friends and families.
- Hosting a follow-up event: This is a great way to continue the conversation and to build momentum for the cause of the event. A smaller event can be hosted, such as a workshop or a panel discussion, or a larger event, such as a conference.
- Reaching out to media outlets: If there was a large turnout or if some notable speakers or performers participated, media outlets can be reached out, to see if they would be interested in covering the event. This could help to get the word out about the cause and to reach a wider audience.
- Continuing to promote the cause: Even after the event is over, it is important to continue to promote the cause and to encourage people to get involved. Social media can continue being used, along with email marketing, and other outreach methods to spread the word.

Final Report - Template Indicative Example

The drafting of a final report about an event, is very important as it covers the particulars of the performed action, can highlight its positive and the negative elements. By including such elements in a final report about an event, a comprehensive

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and informative account of the event, its goals, its outcomes, and its impact is provided. This information can be valuable for future planning and can help to ensure that future events are even more successful.

A final report² should contain the following elements:

- Executive Summary: This should be a brief overview of the event, including its purpose, goals, and outcomes.
- Background: This part of the final report, should provide context for the event, including information about the cause it was raising awareness for, the target audience, and the challenges that were faced in planning and executing the event.
- Planning and Execution: This part of the final report, should provide a detailed account of the planning and execution of the event, including information about the budget, the timeline, the logistics, the personnel and volunteers, and the marketing and promotion.
- Outcomes: This part of the final report, should provide a detailed account of the outcomes of the event, including the number of attendees, the feedback from attendees, and the impact of the event on the target audience.
- Recommendations: This part of the final report, should provide recommendations for future events, based on the lessons learned from this event.
- Summary of the Evaluation: This should include the summarised conclusions of the evaluation of the preparation, actual event and post-event activities.

In addition to the above essential elements, a final report about an event may also include the following:

- Photos and videos: This can help to capture the spirit of the event and to provide a visual representation of the event for readers of the report.

² It is named as final because during design and preparation, there may be interim (internal) progress reports.

- Testimonials: This part of the final report, can provide valuable insights into the impact of the event from the perspective of attendees, speakers, and other stakeholders.
- Data and statistics: This part of the final report, can provide quantitative evidence of the impact of the event, such as the number of people who were reached with the event's message or the number of people who took action as a result of the event.

Tips for writing a final report about an event:

- Be clear and concise. The report should be easy to read and understand, with a clear focus on the key points.
- Be objective. The report should present the facts of the event without bias or opinion.
- Be thorough. The report should cover all of the important aspects of the event, from planning to execution and outcomes.
- Be timely. The report should be published as soon as possible after the event, while the information is still fresh in people's minds.
- Be accessible to third parties. The report should be available to anyone who is interested in learning more about the event, whether they were an attendee or not.
- Availability: The report should be distributed to the project team, the organising team of the event, and be accessible on the cloud, including the option for people with disabilities.

Factors of Success

Some factors of success for a public event are the following:

- Clear objectives: Before starting planning the event, it is important to have clear goals and objectives in mind. What is expected to be achieved with the event? Is raising awareness about a particular issue, an objective? Is educating/training participants about a particular topic, an objective? Is

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inspiring people to take action, an objective? Once the goals are clear, planning of the event can start accordingly.

- Target audience: It is also important to identify the target audience. Who are intended to be reached with the event? What are their interests and needs? Once the target audience is known, the event can be tailored to their specific needs and interests.
- Budget: It is important to set the available budget for the event before start planning. This will help to stay on track and to avoid overspending.
- Timeline: It is also important to create a timeline for the event. This will help making sure that everything gets done on time and that no important deadlines are missed.
- Marketing and promotion: It is important to market and promote the event in order to attract attendees. Social media, email marketing, and ordinary advertising to spread the word about the event, can be used. In case significant speakers will be invited to give a speech, it worth to include (exploit) in the promotional campaign, their fame, including their brief CV.
- Venue: The venue for the event is important. It should be large enough to accommodate the expected attendance and it should be in a convenient location.
- Speakers and performers: If it is planned to have speakers or performers at the event, it is important to choose people who are knowledgeable and engaging. They should be able to connect with the audience and to deliver a message that is relevant to the goals.
- Catering (Food and beverage): If it is planned to serve food and beverage at the event, it is important to choose options that are appropriate for the audience and that are affordable. It should be ensured that there is enough food and beverage for everyone.
- Logistics: It is important to plan for the logistics of the event, such as parking, transportation, and security. A plan B' should also be in place in case of bad weather or other unforeseen circumstances.



- Evaluation: After the event, it is important to evaluate its success. This will help learning from mistakes and to improve the events that will be prepared in the future. Surveys, interviews, and social media to gather feedback from attendees can be means for the collection of feedback.

Conclusion

Proper preparation is key to ensuring that the event runs smoothly and that the desired outcomes are achieved. This includes tasks such as: setting clear goals and objectives; identifying the target audience; creating a budget; developing a timeline; marketing and promoting the event; selecting a venue; booking speakers and performers (if the case); planning the logistics; Making contingency plans.

The execution of the event is also critical to its success. This includes tasks such as: making sure the event runs smoothly; delivering engaging and informative presentations; providing opportunities for attendees to get involved; following up with the participation of the attendees.

The follow-up to an awareness event is also important for ensuring its success. This includes tasks such as: evaluating the event; sharing the results of the evaluation; continuing to promote the cause of the event and the related project.

Events are important tools of promotion of projects, ideas, results. Therefore, they should be well organised and their outcomes to be optimised as a result of the gained momentum.



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Development Association of Halkidiki S.A. - Organization for Local Development

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