

EMPOWER 100 OF YOUR COMMUNITY TO BUILD THE FUTURE OF HOW HUMAN CONNECTION HAPPENS

This toolkit has been created with the intention of YOU empowering 100 of your community to build the future of how human connection happens.

Your dialogue will also help you with career advancement, building the future of our industry and showing evidence of upskilling.

As well as connecting with YOUR community this dialogue gives you the opportunity to join the conversation of the global #UN75 campaign and have your say in building back better.

Follow the steps below to plan your dialogue.



Step 1:

Decide which Sustainable Development Goal YOU are passionate about (sustainabledevelopment.un.org/sdgs).



Step 2:

Follow positiveimpacetevents.com/100000-in-action and find the content which matches the SDG YOU are passionate about.



Step 3:

Create a list of the 100 people YOU want to empower (it can be 10, it doesn't need to be 100 😊).



Step 4:

Invite the people you want to empower to join YOU for a dialogue using the **email template** in the **marketing guidelines** (positiveimpacetevents.com/amabassador-resources/dialogue-toolkit).



Step 5:

Ignore any concerns you have about not being the right person to do this and listen to the **Empower in Action recording** for extra guidance (positiveimpacetevents.com/amabassador-resources/dialogue-toolkit).



Step 6:

Promote the opportunity for people to join YOU in dialogue. Use the **social media templates** in the **marketing guidelines** (positiveimpacetevents.com/amabassador-resources/dialogue-toolkit).



Step 7:

Use the **agenda** and **PowerPoint** to host your dialogue (positiveimpacetevents.com/amabassador-resources/dialogue-toolkit). Remember the **agenda** will give you the questions to ask and some key points to share.



Step 8:

After your dialogue remember to share a summary on social media using the hashtag #eventscreatechange. We will feed back the outcomes of your dialogues as part of the global #UN75 campaign to show them the event industry's ability to progress the UN sustainable development goals.