

# How to: run an event



Running an event allows face-to-face conversation, enabling people to ask the questions that they have about air pollution and get support on exactly what concerns or confuses them. This handy guide aims to make holding such an event easy and effective - be it in a community space, shopping centre or supermarket.

- Make your event eye-catching to draw in crowds
- Get as many people as you can along to help support you on the day
- Pick a time and a location that maximise the number of people who can attend.
- Use the Clean Air Day materials to help you shout about your event
- Take photos of people holding up a pledge card on their own phone and ask them to share it straight away on their social media feeds, ask them to tag @cleanairdayuk and use #CleanAirDay

## Top tips



## Event coordinator

- You'll need to find someone to coordinate the event on the day.
- For a super-successful event, the coordinator should be organised, enthusiastic, able to communicate well with people and be positive about the mission to reduce air pollution.



# Give your car the day off



Air pollution:  
Find out how to protect yourself and your family

[cleanairday.org.uk/scotland](http://cleanairday.org.uk/scotland)



Scottish Government  
Raghlannas na h-Alba  
[gov.scot](http://gov.scot)



Clean Air Day is coordinated by © Global Action Plan on behalf of over 200 Official Supporter organisations.

## Promote your event



- Use our posters and social media posts to promote your event online and in real life.
- Read our publicity tips to promote your event before the day
- Tell the Clean Air Day team what you have planned by adding your event to our Clean Air Day events map and we'll help promote it on social media.

## Before the day

- Book a space for the stall. Somewhere with a high footfall is ideal.
- Decide who will run your stall(s) on the day.
- Print your posters, leaflets and pledge cards.
- Order marker pens for completing the pledge cards and any other stationery you might need (you don't want to run out of pens!).
- Read [our website](#) to brush up on your knowledge about air pollution ready to share on the day.





# On the day



- Set up your stall and put up/out your posters, leaflets and pledge cards.
- Use the pledge cards to engage passers-by and invite them to write their commitment to tackle air pollution on the pledge card.
- Take photos of people holding up their completed pledge cards and post them on social media. (If doing this on behalf of an organisation, you may need to complete consent forms. Check with your Data Protection Officer.)
- Talk to people, the main aim is to improve how much people know about air pollution. You could explain how pollution is caused, how people can create less pollution themselves, how it affects their health and what they can do about it.



## Get inspired: Glasgow City Council

“ It was a resounding success. People of all ages could try out their BMX tricks on a mini -stunt track. There were displays of electric and hybrid vehicles, an electric Hackney cab and car clubs. Adventurer Chris Ramsay brought along an electric Nissan Leaf in which he had his wife Julie had driven 10,000 miles from London to Siberia.



## After the day



Let us know how it went. Fill in the Clean Air Day event feedback form with a short description of what you did, how many people came along and any photos you have taken.

To get involved in Clean Air Day and learn more about how air pollution could be affecting you and your family's health, visit [cleanairday.org.uk/scotland](http://cleanairday.org.uk/scotland) or search #CleanAirDay.

