TEMPLATE FOR ANYONE ORGANISING A UPSIGN WEBINAR OR EVENT

VERSION 1 12 JULY 22

To host a UPSIGN event or webinar, you must fill in the proforma below + the online powerpoint template and submit it 2 weeks before the event date.

Both this document and the PowerPoint template can be downloaded at <https://jadarr9.wixsite.com/mysite/copy-of-whatsapp-groups>

The chain of custody of this document is below

1. You to [upsignevents@gmail.com](mailto:upsignevents@gmail.com) and cc in [J.a.darr@ucl.ac.uk](mailto:J.a.darr@ucl.ac.uk) and [m.sajid@imperial.ac.uk](mailto:m.sajid@imperial.ac.uk) (minimum 2 weeks before event)
2. You will get feedback and you should reply the same day as feedback is received, if possible. When a corrected version is received and approved then we will assume the event can happen as long as there is 7 days min before the event.
3. Then Jawwad/Madiha will then assign someone from the media team (as your event MEDIA PLANNER) to help you. We will copy you into a message and then you need to work with this person.
4. The MEDIA PLANNER will quickly set up the following for you; create an Eventbrite page and registration link (and send you the details), then coordinate the posting of messages on Social media for Twitter, Facebook, and WhatsApp. These media events will post a message one week and one day before the event. You can do additional publicity of course yourself via your personal channels.

Your job:

1. Fill in the two templates diligently and work on any suggested revisions in good time.
2. Organize speakers and publicize the event as much as you can
3. Make sure the event and timings run to high standards and the content is within the upsign mission and ideals.
4. You should monitor how many people sign up and report this to the core team a few days before to show everyone how it’s going.
5. After the event, follow up with the attendees to thank them and let the team know how it went.

PROFORMA please only fill in the bits in RED TEXT!

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| INFO FOR THE FLYER WHICH WE WILL USE |
| Webinar full title: |
| Pakistan and Its Diaspora; Global Challenges and Opportunities |
| Who are the speakers and what are their affiliations? |
| Dr Shahid Latif, Consultant Psychiatrist/Clinical Director at NHS Trust, Oxford  Suman Hanif (award winning film maker) |
| Do you want to have images of speakers on the flyer? If so please put images in the box below. If no image is supplied here, we will use the free image from Eventbrite instead |
| PLEASE ADD YOU IMAGES HERE |
| What is the event format? (event should be 55 min max) |
| 40 min webinar talks + 10 minutes Q and A |
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| 1: EVENTBRITE INFORMATION |
| Please can you attach or share a link to a free image that could be used on Eventbrite and other formats as well |
| person holding blue and yellow textile PLEASE ADD YOU IMAGE HERE |
| Please confirm the source of this free image and if there is a photo credit that needs to be made (if its not free you cannot use it, so please don’t ignore this section) |
| Link to free photo: <https://unsplash.com/photos/PLly7PGAHjY>  Credit: Photo by [Shamsher Ali Niazi](https://unsplash.com/@shamsherniazi?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText) on [Unsplash](https://unsplash.com/s/photos/pakistan?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText) |
| Tags (for promotion) |
| #UPSIGN #Global Challenges #UNSDGs #Pakistan |
| A summary of the event (140 characters approx) |
| The event will entail discussions focused on the subject areas of UP-SIGN's various think tanks as well as the relevance of the selected United Nations Sustainable Development Goals (UNSDG's) |
| Details (Event details + Speaker details): 1500 characters approx |
| The event is a webinar in which the two speakers (Dr Shahid Latif and Suman Hanif) will talk about Pakistan’s Global Challenges and where Pakistan has low hanging fruit to improve the lives of its citizens (40-minute). The talks will be followed by a 10 min Q and A session from the audience. |
| Date and Time in both UK and Pak |
| Date: Saturday 18th June  Time: 12 BST (4 PM Pak Time).  Week out of 52 in the Year: WEEK 33  Location: Online |
| Zoom link for joining the event: |
| MEDIA PLANNER WILL CREATE A ZOOM LINK AND ADD REGISTRATION HERE  Registration link = |
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| 2: FACEBOOK |
| Short message (300 words max) |
| **UPSIGN WEBINAR SERIES:** Please join us for an amazing webinar in which the two globally renowned speakers (Dr Shahid Latif and Suman Hanif) will talk about Pakistan’s Global Challenges and where Pakistan has low hanging fruit to improve the lives of its citizens (40-minute). The talks will be followed by a 10 min Q and A session from the audience.  Date and Time: Saturday 18th June at 12 BST (4 PM Pak Time).  **NOTE TO MEDIA PLANNER: please can you use the same image as the flyer for publicity** |
| MEDIA PLANNER WILL CREATE A ZOOM LINK AND ADD REGISTRATION HERE  Registration link = |
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| 3: TWITTER |
| TWITTER MESSAGE (240 characters max) |
| UPSIGN Event: Pakistan and Its Diaspora; Global Challenges and Opportunities; Sat18th June, at 12 BST (4PM Pak Time)  **NOTE TO MEDIA PLANNER: please can you use the same image as the flyer for publicity** |
| MEDIA PLANNER WILL CREATE A ZOOM LINK AND ADD REGISTRATION HERE  Registration link = |
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| 4: WHATSAPP BEFORE EVENT |
| Short message prior to the event (200 words max) |
| UPSIGN WEBINAR LUNCHTIME LECTURE: WEEK 33 of 52(2022).  Webinar Title: Pakistan and Its Diaspora; Global Challenges and Opportunities  Overview: two globally renowned expert speakers will talk about Pakistan’s Global Challenges and where Pakistan has low hanging fruit to improve the lives of its citizens. The talks will be followed by a 10 min Q and A session.  Speakers: Dr Shahid Latif (Consultant Psychiatrist/Clinical Director at NHS Trust, Oxford) and  Suman Hanif (award winning film maker)  Date and Time: Sat 18th June, at 12 BST (4 PM Pak Time)  **NOTE TO MEDIA PLANNER: please can you use the same image as the flyer for publicity**  To register, please click on the link: MEDIA PLANNER WILL CREATE A ZOOM LINK AND ADD REGISTRATION HERE: Registration link = |
| Which of the core groups or WhatsApp groups is this relevant to? (We will only post on those groups). Please remove the ones you don’t want or that the event is not relevant to |

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| GP1: UPSIGN UK Group | GP2: UPSIGN Global Network | GP3: Healthcare | GP4: Education / Aspiration / Training |
| GP5: Gender Equality | GP5: Gender Equality | GP6: Clean Water | GP7: Clean Energy and Materials |
| GP8: Covid 19 group | GP9: Public Health Professionals | GP10: Agriculture and Nutrition | GP11: Economic Growth |
| GP12: Digital and Artificial Intelligence | GP13: UPSIGN Ph.D. Students |  |  |

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| 5: |
| 5: WHATSAPP AFTER EVENT VIDEO SHARE |
| Short message after the event to link video access (200 words max)  **\*\*\*\*\*This must be posted as a single post with the image of the flyer showing\*\*\*\*\*\*\*\*\* SEE SEPARATE POWERPOINT FILE]** |
| VIDEO LINK IN CASE YOU MISSED THE UPSIGN WEBINAR LUNCHTIME LECTURE: WEEK 33 of 52(2022).  Webinar Title: Pakistan and Its Diaspora; Global Challenges and Opportunities  Date and Time: Sat 18th June, at 12 BST (4 PM Pak Time)  Message of thanks: Thanks to our speakers and all attendees  Youtube or website link: ADD LINK TO VIDEO ON YOUTUBE HERE  **[note: This must be posted as a single post with the image of the flyer showing; SEE SEPARATE POWERPOINT FILE]** |
| POST ON THE SAME GROUPS AS BEFORE |

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| 6: CHECKLIST |  |
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| Get approval for template |  |
| Get zoom set up |  |
| Get Eventbrite set up |  |
| Add registration link to this document and the PPT flyer |  |
| Post 1 week before on key WhatsApp groups |  |
| Post on twitter and Facebook or ask the persons in charge to do it |  |
| Post 1 day before on key WhatsApp groups (if needed give the direct link to join and don’t forget to give the passcode also) |  |
| Download the video of the event and then get it top and tailed and approved from editor |  |
| Load on YouTube and see if you can get it on the UPSIGN Website |  |
| Send final WhatsApp message to share video on YouTube. |  |