

#HerStory Now!

Live Event Kit

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European Women's Lobby #HerStory Now!



#HerStory

#HerStory is EWL's latest campaign, having a YouTube web series at its core.

The series has set the agenda – migration/flight, sexual health, economy, and violence against women & girl power, all linked to feminist policy and EWL core values. Viewers can interact with the fictional characters via a chatbot.

But, real commitment is the key to success when it comes to define societal progress for the next decades as feminist. This is where you step in.

#HerStory Now!

This guide will help your organisation to become part of #HerStory.

It will help you to organise your own #HerStory Now! live event and to integrate it into the #HerStory campaign trail.

As a part of the EWL #HerStory campaign you can fit the topics that are most relevant to you into a much broader movement, therefore adding your own expertise and experiences.

Full social media integration will help you to spark the conversation – live and online.

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EWL's #HerStory campaign with the included web video series will create social buzz and attention for feminist issues among the key target group - young women (millennials)

INTEGRATING LIVE EVENTS INTO #HERSTORY

Online promotion of the events and live streaming (Facebook Live) with consistent use of the #HerStory hashtag gives further impetus to the whole campaign

EWL members build on the campaign by organising events, also by putting an emphasis on issues that are of local importance; thus EWL members activate their own networks

Issues

Feminist
history

Feminist
policy

Migration

Violence
against
women

Sexual
health

Through the web series, the chatbot and the Instagram channel, the attention to these issues is already arrested. Your #HerStory Now! events adds the expertise and experience of your organisation.

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#HerStory Now!

KEY ELEMENTS

Setting up an environment that allows for discussion and collaboration

Invite speaker and influencers to attract the audience – offline & online

Integrate the event into the #HerStory campaign trail

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| VENUE

Discussions are political events par excellence as they create spaces for the exchange of different opinions and therefore foster lively debates - which are the very core of every political argument.

According to your experiences and regarding the expected audience, choose a venue that fits everybody, i.e. that has enough space and is wheelchair accessible.

| SPACES MADE FOR COLLABORATION

Nobody wants to listen to the same person for hours.

And not everybody wants to be the centre of the attention.

Choose a seating arrangement that allows for easy collaboration and that offers places that are not visible on first sight.

| CREATING SAFER SPACES

It is not the purpose of #HerStory live events to create safe spaces – but to make spaces of democratic collaboration safer. It is the very mean of #HerStory Now! to go live on social networks. You are obliged to inform your audience beforehand.

Therefore you should make sure that everyone feels welcome. Maybe it is even recommended to install an awareness team that can assist people who might feel alone and/or unsafe.

For some settings it might be the best choice not to video stream the event.. Still the event should be posted on the Facebook page to reach the interested audience.

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| NETWORKED FEMINISM; INFLUENCER

Influencer are individuals who have something to say. Mostly being millennials themselves they attract thousands of followers on social networks, most notably Twitter, Instagram and YouTube.

Activating influencer and their large audience is a key component of the #HerStory campaign.

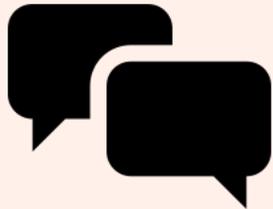
Therefore we strongly recommend to invite influencer to your events. Either as the only guests or as part of a broader panel – influencer will draw attention to your event and attract millennials to tune in online as well.

Suitable influencers may be found by your organisations. Otherwise you can rely on the #HerStory campaign team to give you advice.

| SPEAKER

As an EWL member you have your very own expertise and your own network of people that can inspire a young and interested audience.

#HerStory Now! events furthermore give you the possibility to broaden your network by inviting new speakers.



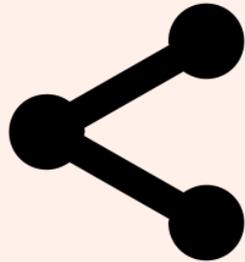
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| SAY IT LOUD

Optimally you activate your proved network and ways of communication to advertise your #HerStory Now! event.

As part of the campaign it is furthermore necessary to promote the campaign online. Your Facebook event will be linked with the main campaign page and promoted as well. Additionally the information on your event will be put into the chatbot that can advise prospects to your channels.

| YOUR VENEUE AS A STAGE

Social buzz in online networks is neither a miracle nor a virus – it needs to be pushed. Make sure the lighting is suitable for photos and videos and make the #HerStory hashtag clearly visible to motivate your audience to talk about the event.

| MAKE IT HAPPEN

Creating local events is great for for your local audience as these events offer spaces for personal collaboration.

#HerStory Now! aims for more.

By video streaming the events on the #HerStory Facebook page, the single events spread from the analogue local to the digital everywhere. That means a low-threshold for participation.

Using Twitter givs people who are not personally present the means to participate, e.g. asking questions that can be channeled to the guests.

All that you need to integrate your local event to the #HerStory campaign trail is a smartphone with an internet connection.

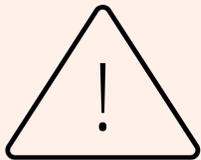
GENERAL REMARKS



Mind wheelchair accessibility



Try to offer interpreting (also sign language)



Inform your audience on video streaming beforehand and during the event

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STYLE SHEET

Poster Ad example

Apart from the colour coding, fonts and the general structure we do not impose any other regulations, i.e. crop marks, spacings etc.

We strongly demand everyone participating in #HerStory to make the hashtag visible on all publications!

Similar designs should be used for online promotion as well.

**European Women's Lobby
#HerStory**

TITLE OF EVENT

But, you may say, we asked you to speak about women and fiction—what, has that got to do with a room of one's own? I will try to explain. When you asked me to speak about women and fiction I sat down on the banks of a river and began to wonder what the words meant.

They might mean simply a few remarks about Fanny Burney; a few more about Jane Austen; a tribute to the Brontës and a sketch of Haworth Parsonage under snow; some witticisms if possible about Miss Mitford; a respectful allusion to George Eliot; a reference to Mrs Gaskell and one would have done. But at second sight the words seemed not so simple.

The title women and fiction might mean, and you may have meant it to mean, women and what they are like, or it might mean women and the fiction that they write; or it might mean women and the fiction that is written about them, or it might mean that somehow all three are inextricably mixed together and you want me to consider them in that light. But when I began to consider the subject in this last way, which seemed the most interesting, I soon saw that it had one fatal drawback.

#HerStory

Font

League Spartan [Header]

Raleway [Text body]

Colours

R	G	B
251	224	255
255	236	228
255	221	208
231	17	143