

Planning & Promotion

Advance Preparation

Choose the venue

- Assemblies are usually held in public spaces like town squares or outside prominent places like a city or town hall. They are designed to be as open as possible so that members of the public can easily join in. They are also held in community centres or other public buildings, particularly during the winter.
- Assemblies can be located outside (or inside) somewhere that may link to the issue being addressed by the assembly. For example, if the assembly is looking at the effects of climate and biodiversity breakdown on the agricultural industry, an assembly outside the local National Farmers Union, for which the process working group has invited the key members, is a way of forcing a response.
- All assemblies should be held in venues that are fully wheelchair accessible.

Online assemblies

Holding your Community Assembly online is potentially a good way to be more inclusive especially in rural areas where face to face assemblies could potentially mean long commuting to the assembly or it might be easier to attend an online assembly for parents.

The process of running an online Community Assembly is pretty much the same as one that you would use for an in-person assembly. Breakout rooms can be used for the deliberation phase.

Please find more information in the [Structure](#) section of this manual. We also have a page about [Using Zoom for Community Assemblies](#), the popular video meeting tool.

Communications

There's lots to do in advance and afterwards (especially to support any funding bid). We've got your back... If you need support on organising press releases, getting your assembly on XR's Events Map, or getting broadcasts out, if you can get your support request in as early as possible, you have the best chance of getting support. [Go here to request Comms Support](#).

Working with the Press

An important part of your communications plan for the assembly will be sharing your event with the press. This will include writing one or more press releases, and identifying the press contacts to share those with. To help with this please see the following resources:

- Press Release Workshop, [recording of the workshop on XR tube](#)
- [Press release PowerPoint used in the workshop](#)
- [Workshop notes](#)

Inclusion

In the spirit of 'radical inclusivity' pillar of Community Assemblies and in accordance with Extinction Rebellion Principles and Values, check the Extinction Rebellion [Principles of Inclusivity](#) to ensure the assembly is optimising access across diverse needs.

In-depth Plan with Timings

One Month To Go:

- Agree time, date and venue.
- Book venue and any necessary equipment such as a PA system or kitchen equipment.
- Think about back-up venues in case of any issues nearer the day, especially if it is being hosted outdoors.
- Create an event page, e.g. on Eventbrite, so you get an idea of what attendance to expect. Ideally, it would allow people to express if they need British Sign Language (BSL) interpretation or childcare so you know if it's worth investing in those things.
- Organise hosts and facilitators, along with others to take appropriate roles such as:
 - Organising play area
 - Refreshments
 - Meet and greet team
 - Media and messaging (to document and share during and after the event)
 - BSL interpreter (if needed)
- Identify and invite stakeholders and influencers in the community.
- Invite your MP and local councillors.
- Print posters, leaflets, etc.
- Think about advertising:
 - Make a list ahead of time of all those relevant to your area and decide which are worth pursuing.
 - Ask people where they look for events.
 - Try a few places and get feedback on where people see the information.
 - Many people read their community newsletter or free paper but not the local paper.

- Find out where the important information such as local bin days and recycling is routinely published and try those first!

Two Weeks to Go:

- Re-share on all social media platforms, and be prepared to check for questions and comments. Be responsive.
- Put up posters. Think about points of contact such as libraries, cafes, noticeboards, supermarkets etc. Think of the less obvious places such as Youth Centres, Homeless Shelters, Citizens Advice Bureau.
- Door knocking and flyering.
- Hand out flyers in prominent places such as high streets or any other community events.
- Follow up with local councillors or your MP if they haven't got back to you yet.
- Check there are no issues with the venue that might affect the event such as road works etc.

One Week to Go:

- Check in with all crew - Make sure you know who is responsible for:
 - Bringing equipment for the play area
 - Refreshments supplies
 - Ways to capture contact details for future events
 - PA equipment etc
- Check all roles are still covered.
- Agree a running order with the host and facilitation team, and circulate it to all crew.
- Reshare on social media.
- Ask interested parties to share within their own networks, perhaps challenge everyone already wanting to attend to bring one or two people along with them on the day.
- Ask people to share with those they think should be involved.
- Ask people to identify places where the information should be shared to reach those less likely to see it.
- Re-check there are no issues with the venue that might affect the event such as road works etc.

One Day to Go:

Last shout-out reminder on social media.

Send reminder emails or messages to anyone who registered on your event page.

Re-check there are no issues with the venue that might affect the event such as road works etc.

Check in with anyone holding a role that they are all good to go and agree to meet an hour before the start time to set up.

Send a reminder email to your local councillors and MP.

One Hour to Go:

All crew meet at the venue at least one hour before the advertised start time.

Host, facilitators and the media and messaging crew run through the assembly plan together.
Set up and test any PA equipment being used.
Set up food and hot drinks, and any information that is being displayed.
Ideally all the crew should wear something to identify them as being part of the organising team- this will make it easier for people to ask questions about the event or the process.
Set up the children's area.
Circulate pictures of the assembly being set up through social media channels to generate interest.

During the Assembly:

Be available to greet anyone coming in and make them feel welcome/explain the process to them.
Be aware of tensions and needs.
Be available to support anyone. Many people may find themselves moved by the experience of listening to others or having their own voices heard, and some may need space or support.

After the Assembly:

Be available to answer people's immediate questions about the assembly process or what happens next.
Collect emails and contact details to ensure that people can be kept in touch with, making sure that your process for doing this is GDPR compliant.
Pack away all the equipment and tidy up the venue.
Plan for a feedback and reflection meeting with facilitators and crew, ideally following the assembly. This can be scheduled for another day, but don't leave it too long.
Have a party with everyone remaining!
