

# Working document Action Guidelines

Version:

Author:

Date meeting:

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| **Explanation event and the ‘why’ of this event:** Explain here your ideas about the event and why you organise the event: |
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| **Who is our audience?** | **What is our ambition with this audience?** | **What type of event shall we organise?** | **Who will organise?** |
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| **Why do we choose this audience?** | **Why is this our ambition?** | **Why do we choose for this type of event?** | **Why do ‘they’ organise?** |
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| **What SMART goal(s) do we want to reach:** | | | |

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| **Make use of the Ingredients part I** | | |
| **What shall we organise** | **Where shall I organise?** | **What to include in the programme?** |
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| **Why do we organise this in this way?** | **Why do we organise it there?** | **Why do we include this in the programme?** |
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| **Make use of the Ingredients part II** | | |
| **Who is best to speak** | **What should be the message** | **What else to include to ensure the highest chance on success** |
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| **Why is this person best to speak?** | **Why is this the message?** | **Why do we include these ingredients?** |
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| **Measuring Success: What to do in the end to find out if we reached our goal(s)?** |
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| **Risk Analysis** | |
| **Possible Risks** | **How to encounter** |
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| **Activity list: who does what and when is it done** | | |
| **What needs to be done** | **Who is responsible** | **When is it done** |
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| **Other things to think about:** |
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