



Introduction

A **Collaboration Kick-Off event** is an opportunity for key stakeholders to agree on the critical things required for maximising event social impact from the start. This is the **Gameplan**. The **Gameplan** must include agreement on several key things which form the basis of an agenda for the Collaboration Kick-Off event.

Steps for Collaboration Kick-off Success

Adapt the template below for your specific event. Notes are provided to help guide the agenda and kick-off meeting.

Gameplan Collaboration Kick-Off Agenda	
1. Introductions	<p><i>Producing a Gameplan to maximise social impact from an event will bring together lots of different stakeholders who may not have previously worked together, and have very different interests, ways of working, and priorities for event impact.</i></p> <p><i>Think of an appropriate way of getting participants to introduce themselves and their interest in the event – consider potential barriers to participation; the level of formality and use of good facilitators. Remember to ask participants if they think any key stakeholders are missing from the meeting that need to be invited to join the collaboration.</i></p>
2. Our social impact event 'why'	<p><i>The first step to producing a Gameplan is for those collaborating to agree specific social impact objectives that they would like the event to achieve. Discussions around this could start with someone providing a motivating pitch for the social impact 'why' of the event and what success could look like. This could then be followed by an opportunity for all stakeholders to comment and identify other specific social impact objectives. A facilitator could be used to encourage everyone to participate, to be specific and to identify what success would look like on the ground.</i></p>
3. Target beneficiaries and their reasons to engage	<p><i>Linked to the event social impact 'why' is getting stakeholders to agree on specific target beneficiaries. These can be defined in numerous ways, for example geographic location, demographics, interests, culture and activity levels. Think about how to evidence/know whether or not these groups benefited from the event to test if they are clearly defined.</i></p>
4. What's our story?	<p><i>Like a mission statement, a Gameplan should publicly explain what local benefits the event should have. It needs to communicate the story for the event's social impact objectives, how these will be achieved, who is being targeted, and why people might want to get involved. Reframing the story for different audiences can help increase engagement. Discussion around target beneficiaries should include consideration of why these target beneficiaries might choose to engage in the event and the story for communicating to different audiences in a way that is relevant and appeals to them.</i></p>
5. What needs to be done?	<p><i>With the agreed target beneficiaries in mind, identify a list of headline activities and practical strategies for achieving social impact. For example, these headline activities might include action around appointing new staff, setting up a microgrant scheme, or funding research and co-creation sessions with a local community group to design a project for increasing their participation in an event. The detail of these headline activities can be developed further through a Gameplan Community Engagement Planning Hand.</i></p>





Gameplan Collaboration Kick-Off Agenda Template

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6. Stakeholder roles and responsibilities

Agree who does what in relation to taking forward agreed headline actions and practical strategies for maximising social impact and community engagement. Identify other planning meetings/groups as appropriate where each of these proposed actions can be considered in more detail. Agree how these other planning forums will feedback to the collaboration on their progress.

7. Fit with our existing ways of doing things

Agree how to best integrate planning and delivery of the Gameplan into existing structures, groups and planning processes. Who is going to do what in relation to enabling the new collaboration to work together in practice for maximising the social impact of the event?

8. Estimated costs to include in a social impact budget

*Estimate a draft social impact budget that needs to be taken into account for resourcing community engagement and maximising social impacts using the **Gameplan Budget Checklist** as a prompt. This budget can be refined as planning around specific activities progresses.*

9. How do we keep social impact momentum going after the event?

*Planning for all social impact and community engagement activities needs to consider if/how they might be continued after the event to keep the momentum going. Agree right from the start how the collaboration will share information on what needs handing over from social impact activities so this can be incorporated into a **Social Impact Handover Plan** and discussed at the **Collaboration Kick-On**.*

10. Next steps, next Gameplan Tactics

Agree who will write up the initial Gameplan, based on everyone's input from this Collaboration Kick-On, and where and when the next collaborative Gameplan meeting(s) will take place. Consider which of the Gameplan Tactics in this handbook might be the next step.

