



GUIDE how to organise LYMEC events

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INTRODUCTION

When organising an event and fundraising money, the key is always to remain flexible and adapt to the situation. Things will never go 100% as you would have wished, on the contrary. You must therefore have several cards in your hands, and keep faith in your project. There are always solutions, and don't forget that the most important is that rules are transparent and that people enjoy the event... which does not necessarily require a lot of money!

LYMEC always makes an agreement/ contract with the organisers where basic principles are laid down, e.g. participation fee, travel refund, different deadlines from both sides (delivering different documents etc.). What is explained here is according the normal type of agreement.

This guide is meant to be a help and what-to-do list for all member organisations, which wants to be the host and organiser of a LYMEC event. Though most organisations are well-aware of the planning of an political event, LYMEC wish to have certain procedures, which should be followed whenever an event are organised.

Part I: LYMEC Events

The first question that you have to answer by yourself is what kind of LYMEC event plan you organize. There are different kind of LYMEC events, very different from each other, and require a very different amount and type of work.

The second thing that you have to take into account is LYMEC Program of Action. This means, first you should take into account the program dates and the topic of the event, given by the Program of Action. And secondly, you must take into account that you are organising a LYMEC event, so this means that LYMEC bureau, LYMEC Secretary General and LYMEC traineeship will be part as well, of the organiser team.

Different Formats of LYMEC

Statutory Events

▪ **Congress**

- The Congress is the highest decision making body of LYMEC and has full powers to accomplish the aims of the association.
- At least twice per year, usually one in March-April and another in November-December.
- The agenda is defined by the LYMEC Bureau.
- The Congress must be preceded by a Seminar, lasting 3 to 5 days.
- Participants are usually numerous, often +/- 100 delegates.

Other events

▪ **LYMEC Seminars**

- usually 4 or 5 of them each year
- The event can last from 2 days (minimum: Friday noon to Sunday noon) to a full week, depending on your ideas/ambitions. Theme of the seminar is proposed by the organisers, but it must be accepted by LYMEC Bureau.
- There are usually +/- 35 participants.
- 2 Seminars per year are actually preceding statutory events: the Congress Seminar in the spring (March-April), and the Congress Seminar in the late autumn (November-December). The other usual slots for Seminars are in the Winter period (December to February), in the early Summer (May / June), and in the early Fall (October).

▪ **LYMEC Young Leaders Meeting**

- once per year, usually in September-October
- The YLM, gathering Member Organisations' Presidents, usually 2/3 days from the Friday (noon or evening) to Sunday
- The number of participants is +/- 50 participants, since only 1 delegate (President or Vicepresident) per MO is usually accepted (LYMEC has 57 MOs, but not all the organisations send a representative).

▪ **LYMEC Summer school**

- This event is in July or August, during summer holidays. Depending on whether it is more social events- or seminar- oriented, it will be characterised as a Summer camp or as a Summer school (or perhaps winter school in the future...). But the atmosphere remains generally extremely “relax”, but still political!
- The number of participants is extremely irregular, from 15 to 40, depending on the location, program, etc.
- In last years LYMEC office together with the ALDE Group organized this event in Brussels in the European Parliament but we welcome any suggestions you might have

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- **Other events**

Of course, there are events that do not fall in any category: bureau meetings (several times a year), 1 or 2 day conferences, gatherings for EP elections, street actions, etc. Proposals are always welcome.

Part II: LYMEC Event Guide

A. How to get started

Dependent on what kind of event you want to carry out different approaches are necessary. First step is therefore to decide what your organisation has an interest and capability to implement.

Next step is to set down an organisational team, who will be in charge of the overall planning and organising, usually formed by the LYMEC bureau responsible person for event, the project officer, the LYMEC bureau geographical responsible of the host country, one or two persons of the host organisation and experts delegates. Furthermore it would be a good idea to divide the fields of responsibility between the members of the organisational team. In example, arrangement, accommodation, working facilities, rooms, beamer, projector, microphones, social part, dinner, cultural evening, sightseeing, etc.

Regarding the program of the Seminars, LYMEC bureau will launch a call to all members organisation to be part of the organisational team. One or two expert person on the topic of the event will be chosen to be part of the organisational team.

B. Location, Organisation & Topic

Decision of the topic. LYMEC bureau will be responsible for choosing the topics of the seminars.

Decision of the venue. Once the bureau has decided the topic, they will consider different options to held the venues of the seminars. The geographical responsible of LYMEC bureau will contact the first member organization chosen to hold the seminar. If the member organization accepts, the venue will take place in the venue. If the member organization does not accept it, then is the LYMEC bureau member will contact the second option, until one member organization accepts to hold the meeting.

Contract. Once the member organization has accepted to hold the event, it is compulsory to sign a contract between LYMEC. The Secretary General will provide this contract for approval.

C. Fundraising Guide

General Advice. One of the most important things when you organize an event is to draft the budget and make sure that it is as accurate as possible. The budget should have a zero or a slightly positive result.

Planning a budget. First you should take into account which type of event you are organizing, as different principles apply to different events.

LYMEC Congress

- Participants participating only in the Congress, and not in the preceding Seminar, do not get travel refunds but shall pay a participation fee (usually around 100 euro), set by

the organiser. The participation fee should be budgeted as an income. Participants taking part in both events get a reduced/package participation fee.

LYMEC Seminars

- Participants pay a participation fee (covering accommodation costs), and get a travel refund, usually covering about 80% of the travel costs up to a maximum to be defined (usually: 250 euro).
- The participation fee is decided jointly by the organisers and LYMEC bureau. Organisers are entitled to enter it into the incomes in the event's budget.
- As for travel refunds, the organiser together with LYMEC is responsible for fundraising the necessary funds (usually about 5,000 euro in the case of 30 participants).
- Participants' travel refunds are processed and paid by LYMEC.

LYMEC Young Leaders Meeting

- There is no participation fee and no travel refund.
- The organiser has only to take care of local costs (accommodation, meals, transportation etc.).

LYMEC Summer school

- Participants have to pay a participation fee, covering most accommodation costs, and usually do not get travel refunds.
- i. Preliminary draft budget. First, draft a preliminary budget taking into account all the expected incomes and expenses. It is important to take into account the following:
- EXPENSES
 - Travel cost of the participants: count 5.000 euros for each 30 participants.
 - Accommodation cost
 - Conferences rooms
 - Meals (breakfast, lunch, dinner and coffee break): normally 10-15 euros per participant for lunch, and 20 euros per participant for dinner
 - Transport: from the airport to the hotel if possible and local transportation during foreseen visits in the program etc.
 - Fees of speakers in case needed
 - Gifts to the speakers
 - Photocopying costs, small material (paper, pens, folders...)
 - INCOMES
 - Participation Fees (except for YLM)
 - Grants from other organization
 - Possible financial contribution

Of course, if you raise a lot of funds, you can always be more generous. The way organisers usually deal with extra funds is by decreasing the level of the participation fee. The goal is indeed not to make profits.

INCOMES		EXPENSES	
<i>Budget line</i>	<i>Amount</i>	<i>Budget line</i>	<i>Amount</i>
Participation fees	X1	Travel refunds	Y1
Grant 1	X2	Accommodation costs	Y2
Grant 2	X3	Transportation costs	Y3
Contribution from A	X4	Meeting room	Y4
		Other costs	Y5
TOTAL	Z euro	TOTAL	Z euro

*Total incomes should equal total expenses and may not create a negative result for the event., and be presented in 2 different columns. The event budget can be simple.. A typical Seminar budget amounts to about 7,000 Euro, whilst a Congress budget (including the Seminar that precedes it) may easily reach about 12,000 euro or more.

- ii. Review the budget with LYMEC Treasurer. Once you have draft the budget you should reviewed with the LYMEC Treasurer.

IMPORTANT: There are usually special rules for participants from non-EU European countries such as The possibility to apply for reduced (50 %) participation fees .

c. Fundraising Money

- **What's in it for them?**

The words sponsorship and advertising are almost interchangeable. Both rely on some sponsors giving you money in return for an indirect service. Always thus look at the documents that you think that you will produce and think: “How can I use their logo, mention their name or raise their profile?”. When considering whether to allow a sponsor representative to speak at the event, always consider it carefully: Would their speech be relevant? If yes, in which part(s) of the agenda? What is his/her reputation as a speaker?

- **What should I ask for?**

Money isn't everything. Often organisations can provide more in non-financial terms. This might be to get all your copying done, or special printing. It might be a discount for accommodation, the use of a venue/conference rooms or other supplies. The other option is through receptions, and the provision of food (and drink!)

- **Possible sponsors**

- *Your organization.* your organisation should provide logistical support to the event, and you should organise an organising team of 3-4 people that will help you for the logistical part (finding a venue for the meeting, an hotel, nice restaurants, places to go out, answering to participants’ questions, etc.). In some occasions, the organisation may even contribute financially to the event.
- *Your mother party and/or their parliamentary group.* Your party (especially if in government, locally or nationally) and its Members of Parliament may have offices with copying facilities, a potential venue and also funds. These are all key to an event so always check. As speakers, find out what their key interest

area is. Some will be keen, others will provide money, maybe a reception, but will not wish to do anything else. Others will want something more active, and might ask for some activity in return, such as all attending a public rally. Don't just look at MPs though, remember that candidates can make useful speakers, and often can help with trying to get the event in to the media. There may also be some special interest groups linked to the party which have access to funds. These however are often best used for long term funding opportunities.

- *The local branch of your party.* The local party can often help with small things like transport to and from the train station, lending equipment such as projectors and also housing volunteers. If they are in control locally they may also be able to fund a reception, or provide a venue.
- *Different political figures.* If you ask them to give a lecture at their office, they might pay for a coffee break etc.
- *Members of European Parliament (MEPs).* All MEPs have access to funds through the European Parliament, via the famous EP budget line "3701", and are willing to help, especially for a LYMEC event (some are regularly solicited). The MEP must fill in an application form¹ (with the help or the event organiser of course) and hand it over to the ALDE Group² (our political group in the European Parliament), which will decide on the amount of funds to be attributed to the project. Each MEP has a maximum amount that it can spend per year/semester, and he/she decides how to allocate these funds. We usually get about 5,000 euros per MEP, which allows funding e.g. Seminar travel refunds. You must however contact MEPs of your country, as they can only fund projects within their respective countries. No chance therefore for those MOs which don't have MEPs...
- *Foreign liberal parties.* In some specific cases, and if the project is attractive, some foreign liberal parties can be a source of funding: e.g. the VVD and D66 (Netherlands).
- *Liberal Foundations.* There are several international foundations, including the well known ones like FNSt (Friedrich Naumann Stiftung, www.fnst.de) or SILBA (www.silba.dk), funding international events, and more national ones like TIMBRO in Sweden (www.timbro.se). The key requirement though is to look closely at what their aim and objectives are and to tailor each bid to match them as closely as possible. Always check to see who has already approached them, and also what form their bids take. It is important to ensure that you speak to the LYMEC Bureau as it can cause problems for others if you bid for money which a bid has already been arranged for.
- *ELDR party.* For specific projects, LYMEC may raise funds through the ELDR Party (which receives funding from the European Parliament and can allocate it to projects developed by its member organisations).
- *Public institutions.* They might give a lecture, but also pay for coffee, lunch or dinner or offer you to use their meeting room. In some countries, ministries

¹ LYMEC has an electronic copy of the form, as well as the grant rules.

² Check <http://alde.europarl.eu.int>

(such as Ministry of Youth or Foreign Ministry) also give money for events such as this.

- European institutions. The European Commission (Youth Programme³) and the Council of Europe (www.coe.int; e.g. European Youth Foundation: cultural cooperation projects⁴) e.g. offer many grants that could be used for funding a specific project. The problem is however to plan it long time in advance, as the application process may not be very rapid.
- Private companies. If allowed in your country, you may always try to contact private companies and try to get their sponsorship. It doesn't always necessary have to be financial, but can be e.g. using their meeting rooms etc.
- Different lobbying organization, etc. Depending on the theme of the event, it may be an oil company, an embassy...? Just be aware that they do want to lobby you.
- Use your imagination. Also if needed, re-define your goal: if they cannot pay for the accommodation, ask them to pay for lunch. If they cannot pay for the coffee break, ask if you can use the meeting room....

LYMEC can also contribute financially to the event, but it remains always marginal (usually less than 1,000 euro), and used as a last resort, when all other options have been exhausted.

More tips:

www.salto-youth.net

www.training-youth.net

www.jef-europe.net – Info Pool

D. Monitoring the budget implementation and settling the event

As organiser of the event, you will have not only to raise funds but also to monitor the implementation of the budget. This means to monitor the collection of participation fees, with the help of the LYMEC Office and Treasurer, paying expenses and invoices before/during/after the event, paying out travel refunds (almost always processed by the LYMEC Treasurer), and claiming the payment of the grants to sponsors.

Once the event will be finished, you will do a financial overview of the realised budget, and will review it with the LYMEC Treasurer. Once all expenses/incomes will have been paid/received, the budget will be closed, and the event finances settled.

E. LYMEC Teams

Call. LYMEC Bureau will launch a call to all LYMEC members in order to join the LYMEC team event to hold the program, the lectures, the workshops, the activities related,...

Selection of the members. The selection will exclusively be done by the bureau. The team will be formed with the project officer, the geographic responsible for the country of the venue, one or two of locals and one or two applicants.

³ Check <http://europa.eu.int/comm/youth/program>

⁴ Check http://www.coe.int/T/E/Cultural_Co-operation/Youth

Steps

- Index of knowledge - what are the information we want our participants to take home with;
- Programme building - we will fill out the general draft programme with lectures and workshops
- Creation of workshops, finding the speakers - includes detailed description of workshops, moderators, materials etc.
- Looking for additional possibilities - visits to institutions, movies, books etc.
- Approval of final programme, Index
 - Professional lectures
 - Discussions
 - Working groups
 - Panel discussion
 - Participants
 - Cultural evenings
 - Farewell party
- Furthermore

F. Official Documents for the Congress

Invitations - Usually is drafted and send by LYMEC.

Application forms – LYMEC office will create an online google document application.

Technical Information

- It is very important that the technical information is fulfilling and correct
- The technical information inform the participants more detailed about accommodation, deadlines, visa, local transportation, participation fee and travel refund. A short description of the site for the event is also good to include
- Technical information should be sent to members together with invitation and nomination form, which means that the technical information should be ready and send to LYMEC on an early stage.
- An amended version of technical information should be in the reader giving more specific information for the participants only

Participants list - The participants list contains name, country, organisation, phone number and email address of all participants.

Reader - A reader should be available on a mail before the seminar and in printing at the seminar. It should contain: Invitation from the bureau, technical information, program, list of participants, introduction of host organisation, introduction of country/site of event, introduction of topic, relevant documents, statistics, articles about the topic, introduction of the lectures and speakers, papers for working group,...

Evaluation Form - An evaluation form should be prepared in cooperation with the host organisation and the LYMEC bureau, so it can hand out and gathered before the end of the seminar.

Report - After the seminar a report should be handed in to the bureau together with an evaluation report

Topic - Topic is usually decided at the LYMEC bureau after a suggestion by the hosting organisation. All member organisations are welcome to suggest topics and sites for a seminar. A good idea is to have a topic, which is not too wide and superficial. The topic should have a central focus, which is easily recognisable and defined. Furthermore it should be relevant and interesting for all member organisations as well as being in line with the political ideology of LYMEC. The topic should result in a qualified outcome. For example demonstrations, articles, press releases, resolutions etc.

Facilities - All member organisations are able to have a seminar. Most important is to have a good conference room, working group areas and the facilities to have professional lectures, meaning beamer, projector and microphones.

- Program. Look also at the strategy for strengthening LYMEC seminars, before planning the program.
- The program should be well balanced and contain professional lectures, speakers, discussions, working groups, if possible panel discussions, cultural evening, social gatherings in the evenings, visits to relevant institutions, a sightseeing tour and some free time.
- Still, the program should not be too packed.

Professional lectures - An effort should be put into getting competent and relevant lectures. It is important to inform the lectures thoroughly about what are expected from them, as well as encouraged them to use beamers, projectors and alike. If it is possible should be always in English, if not, then it should be a professional translator. To get the best outcome it is recommended to have coordinated the presentation with the translator and the lecturer.

Discussions - It is essential to have enough time in the programme to have some qualified and interesting discussions. The discussions should follow the lectures with the possibility of asking questions and commenting.

Working groups - Working groups are important to have in the programme in order to get everyone involved in the topic and to get more into depth with certain areas of the topic. The working groups should be well prepared with the necessary information, documents and articles. Also a specific outcome of the working group must be defined e.g. a resolution, press release or statement to website.

Panel discussion - A panel discussion with qualified speakers is good in a way to express different approaches or opinions to a topic. This creates the best foundation for a fruitful discussion afterwards.

Participants - From the beginning there should be a good atmosphere for the participants to get to know each other. An “Ice-Breaking game” modified to our target group is a good idea, or something else, that get the participants to interact from the very beginning of the seminar.

Cultural evening - First night of a seminar is the cultural evening, where every participant should bring some food and drink from their country. There should be provided a place at the hotel or nearby, where this can take place

Farewell party - Last night there should be a joint dinner for all participants and a possibility to have a party. Good idea is to rent a part of a bar or disco, so the participants get a good chance to catch up with each other within interruptions from other guest.

Furthermore - It is a good idea to start the program at the same time everyday. Lunch break should be at least 1,5 hour and the same for dinner. People want time to talk together.

The program is put together by the host organisation, but should be reviewed by LYMEC. Also along the way of planning LYMEC can provide help or comments.

G. TECHNOLOGIES 2.0.

It is really important to be present as well in the new technologies 2.0. as part of this modern society. We should spread our message and our activities through this tools, which are one of the most current tools used by everyone.

It is important to announce the event in the following sites:

- Facebook
- Twitter
- Newsletter

LYMEC project officer will be in charge to do it.

H. BEFORE THE EVENT

Try and get as much press coverage on the event (be statutory or other) as possible. LYMEC gatherings around Europe are a good way to put attention to our organisation and our goals. Invite journalists, write press releases and write articles.

Always remember, that LYMEC is more than happy to help out with contacts, being to MEP’s, getting in contact with the press and other relevant people.

Before an event start to prepare the participants (and other interested) by starting up a discussion on the LYMEC Forum.

Protocol - Make sure that you need or not an specific protocol for some speakers. If it is needed, please contact the head of speaker protocol.

- See the speakers. VIPS?

- Flags. Have into account that all LYMEC flags and European flag is in the room before start the event.

Logistics - Be aware of what time the participants arrive and coordinate with the rest of your locals to pick up them in the airport.

Press hall - If it is needed, please contact local and announce a conference press if its possible before lunch time.

I. AFTER THE EVENT

After an event there should be put a file on the LYMEC website with:

- The programme
- Photo gallery of the participants
- Names and emails of lectures (those available)
- The different presentations or speeches of the lectures (this have to be prepared in advance and announced to the lectures)
- Relevant links to the topic discussed
- Photos
- Other relevant documents

An article should be uploaded on the LYMEC website on the event or seminar.

On the LYMEC Forum discussions should be started and motivated to discuss the different aspects of the event. E.g. location, topic, exchange of knowledge ect.

J. FURTHERMORE ON LOCATIONS

For all events go, that it should be easily assessable for the participants. Meaning it should be near an international airport and main station. Participants arrive and leave at very different time, so flexibility is needed.

For longer seminars or the summer school it can be possible to have the location further way.

K. FURTHERMORE ON ACCOMMODATIONS

Usually it is easiest if accommodation and venue are in the same place. It saves a lot of time and energy and gives a better sense of “community” during the event.

If the venue is out in town it has to be carefully planned how to get there and who leads the way. Remember that there are not always room enough in the public transport to take in 30 extra people at once.