



**CITY OF  
CANNING**

# CHANGING YOUR WORLD

**YOUTH & ADULT**

11 - 13 MAY 2022

**EVENT PRODUCER TOOLKIT**



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# WELCOME ALL OUR WONDERFUL PRESENTERS, FACILITATORS, WORKSHOPPERS, DEMONSTRATORS, PANELISTS, ARTISTS, COMEDIANS AND ASSORTED SUSTAINABILITY CHAMPIONS TO THE **CHANGING YOUR WORLD** CONFERENCE EVENT PRODUCER TOOLKIT!

Thank you for your Expression of Interest to participate in the Changing Your World (CYW) Conference 2022.

In light of the recent changes to venue capacities and in-person gatherings under current COVID restrictions, we are 'changing it up' and taking the Changing Your World Adult and Youth Conference events online this year!

While we will definitely miss seeing you all in person - we feel that this is the best way to keep the Conference going, while keeping our community safe - so we hope you will bear with us while we go through the process of creating an online Conference that our presenters, facilitators and event producers (you) can be truly proud of!

This means a few changes to the way we on board our event producers, and how we support you! You'll find this information in the following pages - but if you have questions - please feel free to drop us a line to the contacts listed on the final page of this toolkit.

By using this toolkit as a guide throughout your Conference event planning and delivery, you will become a strong link within the promotional network as well as ensuring your Conference event has an engaged and inspired audience.

The wonderful thing about taking the CYW 2022 Conference online, is that we've not only expanded the breadth of our potential programming, we've also expanded our reach significantly - to a national, and even international audience - so your contribution to the Conference could help people from over the world to **Own their Impacts!**

This toolkit will guide you through the process of creating your event, using our online tools and forms to register your event in the Conference, and supporting the promotion of your event with shareable social media marketing assets and content.



## INTRODUCTION

# ABOUT THE CYW CONFERENCE



**GROWING OUR COMMUNITY'S  
CAPACITY IN EFFECTIVE IMPACT  
MANAGEMENT FOR  
SUSTAINABILITY!**



The inaugural Changing Your World Conference was delivered by the City of Canning, in collaboration with amazing sponsors, presenters and supporters in March 2020 as an in-person event, just prior to the first wave of COVID-19 impacts.

Our vision for the 2020 Conference was to inspire the development of new leaders in sustainability, to collaborate on our roles and responsibilities within broader society, and to open meaningful conversations about how we manage shared issues and create shared impact in a local context, to address global problems.

While the 2022 Conference will take on a new format, the vision is the same - to grow the capacity of our broader community to face sustainability challenges head-on, with a strong network of allies and partners.

# OUR SUCCESS STORY

The 2020 Conference format was devised to be an inclusive and accessible (rather than academic) event. Conference program themes reflected the City's 10 Impact Goals, and attracted 33 presenters / speakers and local sustainability experts, 14 workshop and panel facilitators and over 130 participants, to address challenging questions across the 10 key themes.


MC Dr Josh Byrnes and Mayor Patrick Hall opened the Conference, followed by a Welcome to Country by Traditional Owner Marie Taylor and an in person keynote address by Damon Gameau (Film-maker / Director / Actor - 2040 movie). Former City of Canning CEO Arthur Kyron closed the Conference. Josh and current City of Canning Mayor Patrick Hall will be reprising their roles in 2022!

A concurrent Changing Your World Youth Conference, delivered in partnership with Millennium Kids, invited 75 young people to reimagine the future and co-design opportunities for change. A youth delegation presented the outcomes of the event to the plenary session of the Conference.

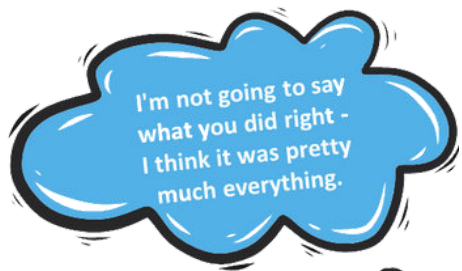
The concurrent CYW youth conference returns in 2022 as well, being delivered over two days!

The Feedback we received was overwhelmingly positive. Of the 130 delegates attending, 65 (50%) provided positive feedback through an online survey, with the top five words used to describe the Conference being: **inspired, hopeful, connected, interested and encouraged**. 88% of responding delegates said that the Changing Your World Conference had inspired them to make sustainable changes in their life or work.


A few notable quotes below!




Brilliant. More people should copy the concept. Well done!




I'm not going to say what you did right - I think it was pretty much everything.



It was a fantastic event and I would enjoy going again. Hopefully it can be run every year? If not every second.



I thought it was one of the best conferences I've been to in Perth.



I really enjoyed hearing the experiences from the small businesses. I'd like to hear more about how people can start their own small business (challenges, help available, what the community needs etc).

# OUR MISSION

## Enduring Change and Inspired Leadership.

The inaugural Changing Your World Conference evolved out of a desire to bring local government, business and community together to celebrate sustainability successes, develop mutually beneficial, enduring networks and connections and collaboratively address emerging issues with novel and innovative approaches.

The broad, and necessarily interdisciplinary nature of sustainability and impact management requires an inclusive, systems thinking approach, involving a diverse range of stakeholders, including local and state government representatives, academics, businesses, community groups, youth representatives, not-for-profit organisations, entrepreneurs and the broader community in discussions and workshops.

The City aims to bring together the wider community in a collaborative, co-design approach to sustainability across all sectors and to inspire leadership and ownership of both impacts and solutions.

Moving to an entirely online environment in 2022 gives the City the ability to reach a significantly larger audience, across the country, and potentially the world.

This in turn gives participating speakers, presenters, facilitators, hosts and entertainers the opportunity to tap into the City's networks and promotional channels to grow their own online community, and to create enduring partnerships and collaborations outside of the Conference.



# A FEW KEY EVENTS TO INSPIRE YOU

A few people have asked us how we're going to elevate our conference from boring webinar to something fun, interactive and engaging?

It's a good question - and anyone who has sat through an entire day of online meetings knows that it can be tricky to maintain focus!

So, as well as our amazing MC and VIP speakers, we're bringing our delegates an amazing mix of serious inspiration, live panels and debates, music, comedy, live streaming, podcasting, superhero awards, youth pitching and so much more!

We're even hosting a Virtual Gala Dinner for 50 lucky guests, including a Gala Dinner box from our wonderful sponsors, delivered to the door and paired with a live shared cooking experience!

If you know the City of Canning... you know we have fun coming out of every pore -so your audience is guaranteed some wonderful silliness amongst the serious sustainability!



**WE'LL BE PUTTING THE FUN BACK INTO SAVING THE WORLD!**

# HOW WE WILL BE RUNNING THE EVENT

We will be running the 3 day Virtual Conference through our new **Eventmix Conference Portal!**

You'll find the outline of the Conference Program [here](#), but of course, the development of the program itself is all up to you, our wonderful event producers and hosts! As soon as we receive your event information, bios, head shots and scheduling, we'll upload it into the program, and you can start promoting it far and wide!

The Conference is ticketed to the public, at a cost of \$60, but there will be the opportunity to attend a few key events free of charge - in particular, the youth delegation and pitch session; the Impact Innovator Awards Presentation and Comedy Debate and the Spooky Sundowner - so jump in and register your attendance at these!

As a presenter, you will be able to attend Conference Sessions free of charge - however as this will be a 'hidden ticket type', you will need to include this in your responses in the Presenter Details form - you will find the link to this on the following page. Youth delegates will also be offered free tickets to a number of sessions.

## Virtual Expo Booths for Conference Sponsors and Local Businesses

In case you've not yet come across it - we do have a flexible sponsorship package for corporate and government patrons who are willing to support the mission and vision of our Conference, and for our amazing local, sustainable businesses, who commit to improving their impact management for sustainability every day.

Sponsors will be widely promoted online, be able to host their own Virtual Expo Booth and much more!

**IF YOU'RE INTERESTED IN SPONSORING THE CYW CONFERENCE, OR KNOW AN AMAZING SUSTAINABILITY ADVOCATE WHO MIGHT BE, PLEASE DOWNLOAD THE SPONSORSHIP PACKAGE [HERE](#).**





# HOW TO REGISTER YOUR EVENT

## So, you're keen to have your online event included in the Conference Program? Here's how to go about it!

It's super simple to get your event registered as part of the Changing Your World Conference 2022, but there are a few key steps we need you to complete to make sure we have all of the information we need to get your event online and ready to change the world!

### 01 About your Event

This is where you tell us about the event you'd like to run and give us all the details we need to include you in the program! Drop your details in the form [here](#).

### 02 About your Availability

This is where you tell us when you would prefer to be programmed across the 3 day event. Note your availability in the form [here](#).

### 03 Download & Share

This is where you will find shareable social media and printable graphic assets that you can use to promote your involvement in the conference. Download them [here](#).

### 04 Grab a Background

This is where you will find a selection of virtual presentation backgrounds for your use (should you wish to use them). Download them [here](#).

With regards the shareable assets, we will be regularly updating the Google Drive Folder with new content that you can use and share! This may include speaker video teasers, social posts, photos, graphics and more - so check in regularly to see what new goodies we have created! Feel free to share them far and wide through your social media channels and networks - we'd truly appreciate your support in sharing the [Owning our Impact](#) message.

# THE RECAP

We're looking for serious inspiration, out of the box thinkers, and innovative responses to the idea of 'online events' - so please - if you think your idea is crazy... pitch it anyway! If we can make it work, we will!

## Register!

Get your event on the Conference Program by:

- Filling out the Event Details Form
- Filling out the Availability Scheduler



## Promote!

Promote your involvement in the Conference Program by:

- Sharing it on your social media channels
- Sharing through your newsletter networks



## Attend!

Get ready to present your amazing impact and sustainability work to the World!

- Schedule your pre-recorded event
- Or jump into the Event mix portal to present live!



**Share with the world how you're Owning Your Impacts, and inspire more people to join you on the journey.**

**ANY QUESTIONS? CONTACT US!**

**We have to be honest - this is the first time the City of Canning Sustainability Team have convened a Virtual Conference - so we're learning about the systems and processes alongside you!**

If you have any questions, technical hiccups or bump into some knowledge gaps (as we no doubt will along the way), please don't hesitate to drop us a line. Any issues we can get ironed out early, together, will simply help us to create a better conference experience for our delegates and community, so we will appreciate your feedback!

**We thank you for your continued efforts in the impact management for sustainability space. You inspire us every day.**

## **CONTACT**

**The Sustainability Team**

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