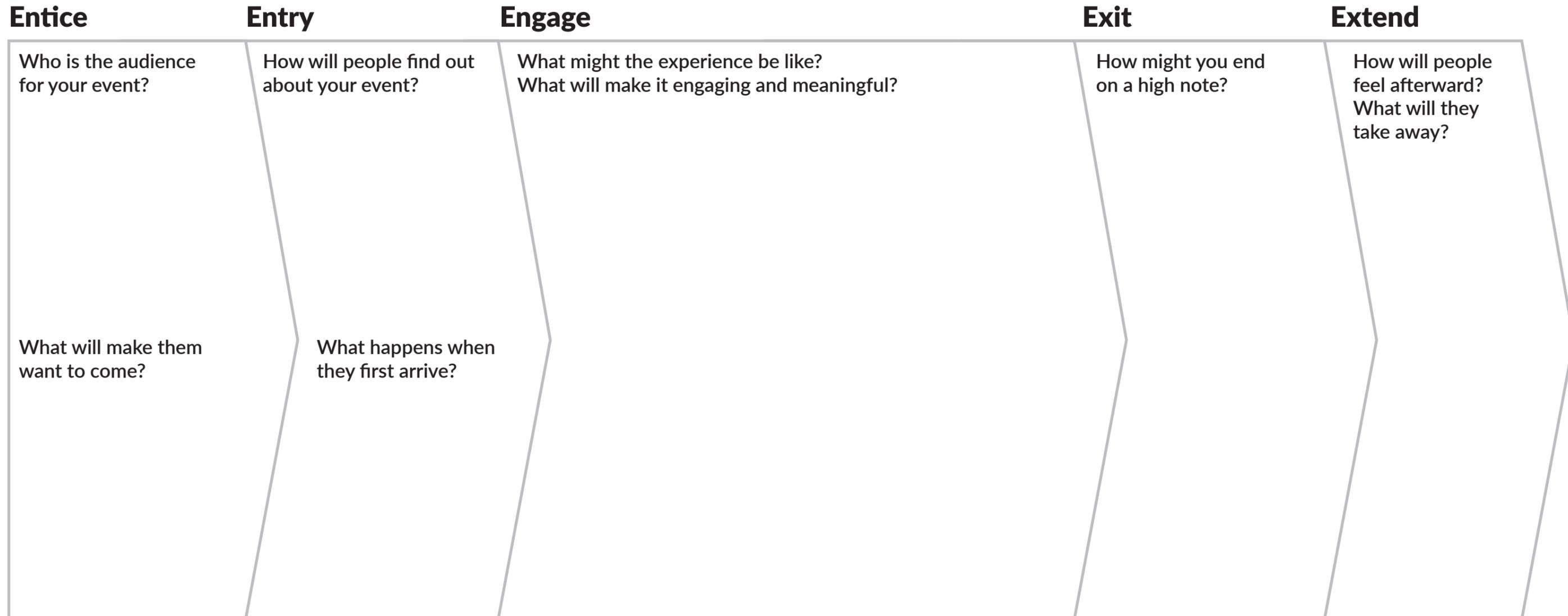


Designing a great Nature Festival event

Consider the five E's along the entire journey that your audience will take with your event.



Tips and considerations

Creative and unusual events are more likely to attract interest.

Could your event be in an unusual location? Maybe somewhere people don't usually get access to? Happen at an unusual time? ('nature at night' was very popular last year). Could you find an unusual partner or a big name to feature?

Or is your event more about an interesting concept or idea, or perhaps a new way of looking at something normal?

Tips and considerations

You should think about channels beyond the Nature Festival to help get the word out. Are you a member of a local community group or newsletter? See if they can help you spread the word.

On arrival

- How will you make people feel welcome?
- How will you engage people from the very start?
- How will you acknowledge country?
- How will you handle your COVID obligations?

Tips and considerations

Lean into emotion: Is your event playful and exciting or more quiet and reflective? Is there an aspect of wonder or imagination? What about social connection or conviviality?

Consider participation: even for more performative or presentation-based events can benefit from a participatory element to make the event more personally meaningful.

Consider place: Where is your even taking place? Is there anything unique about that place, the nature there, or it's history that could tie into your event and make it more meaningful?

Consider identity: For some events, adding an element of reflection or tying into people's personal history or social identities can make it more meaningful.

Consider the larger Nature Festival: Is there some way to make the event feel connected to a larger movement around nature in South Australia?

Tips and considerations

The end of an event has an out-sized impact on how people feel about the event overall. How might you end on a high note?

Make sure to recommend people check out other events in the Nature Festival. You could recommend one or two specific ones that you think your audience might like.

Tips and considerations

How do you want people to feel after the event?

What will they be taking away? Will they have new relationships? A new understanding? A renewed sense of wonder?

What do you imagine they will say to their family that evening about what they did at your event?