

BECOMING A SUCCESSFUL LEADER

💡 Have a **passion** for what you are doing, be **brave** and **courageous**; stand by your decisions and support your team

🌈 **Care** about the people you lead; if you respect and value your team, that will inspire others to care as much as you do

🎉 **Take people on the journey with you**

👏 **Empower** your team – you want people to enjoy what they do

🚀 **Employ the best people** - look for the talent you don't have and utilise their skills and knowledge

👏 Leadership is not 'one size fits all'

🌈 Remember the collective vision

💡 Listening is a sign of strength

💡 Reframe uncertainty as an opportunity to learn

🦸 Adaptation is the key to resilience

🛀 Take time to unwind

RUNNING SUCCESSFUL EVENTS

- 🌈 Have an overall vision for your event
- 💛 Establish what your objectives are early on
- 💡 Keep an open dialogue with your team
- 💛 Plan ahead – prepare a project plan and key milestones
- 💡 Consider how you plan to engage your stakeholders
- 🌈 Event planning is not just about the execution of your event but also how you build relationships
- 🎨 Good storytelling helps to build a connection with your supporters and make an impact
- 🐎 If working with a limited budget, be honest! Set your budget as if you are paying for everything, then look at where the opportunities are to get a reduced rate or better still, free!
- 🚀 Don't be afraid to ask people to volunteer their services; people are often willing to support a charitable cause

‘CREATE A PLAYGROUND’ – AIM TO BUILD AN EVENT THAT WILL EXCITE, ENGAGE AND INSPIRE YOUR SUPPORTERS.

‘BRILLIANT BASICS AND MAGIC TOUCHES’ – ENSURE THAT THE BASIC EXPECTATIONS OF YOUR EVENT ARE DELIVERED TO A HIGH STANDARD, SO YOU CAN CONTINUE TO ENHANCE IT WITH A MAGIC TOUCH APPROACH - ALL THE TIME INSPIRING YOUR AUDIENCE TO SUPPORT THE CAUSE



**MILLION
MAKERS**

DEVELOPING YOUR MARKETING STRATEGY

🌈 Who are you trying to engage? Establish your purpose

🦄 Know your audience – is your campaign speaking authentically to the people it is landing with?

💡 Leverage storytelling – make your campaign raw and personal

👉 Create content which speaks directly to your audience

💡 Collaborations can be great for driving engagement and starting natural conversations with your supporters

🌈 Do your research – customer insight is crucial to delivering the right message to inspire your audience

THRIVING UNDER PRESSURE AND BUILDING RESILIENCE

? Stay connected with your **WHY** when the **HOW** feels uncertain: use your purpose as an anchor in times of uncertainty

— Don't dwell on what you can't change: reflect on your challenges and focus on the problems that you can control

👥 Lean on your **support network**: talk through problems with your team and mentors. Use their perspectives to guide you, widen your viewpoint, and build you up

🗣️ Ask for Help: **Collaborate** with your mentors and team members to tackle overwhelming workloads

💡 Re-work the narrative: How can you **re-frame challenges** as opportunities to learn and develop?

🏆 Think Progress, not Perfection: Break down the big tasks, establish achievable milestones, and celebrate the small wins!

🌂 Focus on your **wellbeing**: set intentional boundaries, limit the noise, and continue to create protected times to rest, reflect, and recharge

HOW INCLUSION DRIVES IMPACT

💡 Create a **cultural agreement** - establish shared team values and behaviours to foster mutual respect and inclusivity from the start.

💡 **Lead with accountability** – take personal responsibility for ensuring inclusive practices and be open to learning.

🎉 **Intentionally consider** how you want everyone to feel genuinely **welcome** and **represented** in your space.

👉 **Prioritise accessibility** – work with your D&I networks to plan events and communications with accessibility in mind, from physical access to language and formats.

🚀 Gather **feedback** to help inform more inclusive future planning.

🌈 What other **heritage events** can you collaborate with to reach out to **other audiences** and promote **EDI**?

Lasting transformation happens when you sit with yourself and ask ‘**how can I change?**’

‘**Inclusion** should not be a **tick box exercise**’