



SATELLITE EVENT TOOLKIT FOR A GLOBAL DIALOGUE AROUND THE

**WOMEN
DELIVER 2019
CONFERENCE**

IMAGINE A GLOBAL DIALOGUE about gender equality and the health, rights, and wellbeing of girls and women. A dialogue that takes place in countries and communities around the world, not just within the four walls of the Women Deliver 2019 Conference in Vancouver. A dialogue that presents new knowledge, promotes world-class solutions, and engages a broad spectrum of voices. A dialogue that focuses on what we can do together

TO ACHIEVE A MORE GENDER EQUAL WORLD.

The opportunity to be part of such a global dialogue is right in front of us, right now.

The Women Deliver 2019 Conference will take place 3-6 June 2019 in Vancouver, Canada. It will be the world's largest conference on gender equality and the health, rights, and wellbeing of girls and women in the 21st century, and it is an opportunity to fuel a global dialogue far beyond Vancouver. Together, we can use this as a fueling moment on the path towards power, progress, and real change in the fight for gender equality.

POWER. PROGRESS. CHANGE.

The Women Deliver 2019 Conference will focus on power, and how it can drive — or hinder — progress and change. The conference will tackle power at multiple levels — an individual's power, structural power, and the power of movements. And Satellite Events will continue that global dialogue on gender equality and the health, rights, and wellbeing of girls and women as it echoes across the world.



**FILM
SCREENINGS**



**ADVOCACY
CONVENINGS**



**WD2019
VIEWING PARTIES**



**FUNDRAISING
EVENTS**



**PANEL
DISCUSSIONS**



**ART
EXHIBITS**

SO, WHAT ARE SATELLITE EVENTS?

Around the world, Satellite Events take place in communities, capitals, schools, workplaces, galleries, and more in the lead up to, during, and after the Women Deliver 2019 Conference. These events are organized by NGOs, individuals, universities, media, and corporations alike. Each Satellite Event is a unique opportunity to carry the momentum of WD2019 to the arenas where changemakers are driving real progress on the path to a more gender equal world.

➤ THEME

Satellite Events will further the global dialogue on power, echoing WD2019's thematic focus.

- At the heart of gender equality lies the right to power over one's self and one's future.
- At the heart of the call for structural change lies the need for a more power balanced and equal world.
- At the heart of global movements for progress lies the power of many, the power of people, the power of change.
- Empowerment of girls and women benefits everyone; it can transform lives, change the world, and power real, sustainable progress.

While the 2019 conference will place a special emphasis on power, the topics touched on in Vancouver and around the globe cover a vast array of issues: economic empowerment, women and the environment, nutrition, education, economic and political empowerment, preventing violence against women, health, including sexual and reproductive health and rights, and much more.

Girls gather at a Satellite Event in Kenya marking one year out from the Women Deliver 2019 Conference




IMPACT

Satellite Events form a global dialogue and make up a vibrant network of thousands of people and organizations, all committed to advancing and investing in girls and women everywhere at a critical point in time.

Using the Women Deliver 2019 Conference as both an occasion and an amplifier, Satellite Events can spark conversations all over the world about how investments in gender equality and in girls' and women's health and rights will drive progress for whole societies.

Whether it's enacting laws to protect against gender-based violence, recognizing the central role that sexual and reproductive health and rights play in health equity, increasing the representation of women in politics, or encouraging women's participation in the economy, Satellite Events call to close the gaps that still exist around the world.



A theatre performance at a Satellite Event in Kenya marking one year out from the Women Deliver 2019 Conference



Registering as a Satellite Event on wd2019.org is a way to officially join the vibrant global dialogue. Registered events that align with the WD2019 mission of advancing gender equality and the health, rights and wellbeing of girls and women will be featured on the webpage and can use the official Satellite Event logo: “In Celebration of the Women Deliver 2019 Conference.” Events are also encouraged to use #WD2019 to join the global dialogue on social media.

Follow the link [HERE](#) to download the official Celebrating WD2019 Conference Logo.

➤ WHAT ARE SOME IDEAS FOR SATELLITE EVENTS?

In essence, a Satellite Event can be whatever you dream it to be. It can be something completely new designed for the occasion, or an event that's already planned that is then co-branded as being part of the WD2019 global dialogue.

Below, we have listed a few ideas for inspiration. But there are many, many more opportunities to engage. For more ideas, check out some fantastic events partners organized to mark [one year out from WD2019](#) last June, and find inspiration from our friends organizing events at [Mobilization Canada](#).

In the end, a Satellite Event is whatever you make it!

- 1 Host a WD2019 Viewing Party.** Tune into the livestreaming of conference sessions and spark a discussion in your own setting. You can find more information on our programming [here](#). See livestreaming instructions below!
- 2 Host a panel discussion** on your own work to advance gender equality, an issue you hope to highlight in your community, or an inspirational leader you've met or would like to meet. Invite decision makers, colleagues, leaders, experts, or friends;
- 3 Organize a film screening** of your own film or a film on an important aspect of gender equality, and host a follow-up discussion on the relevant issues;
- 4 Work with art institutions and host an art show or exhibition** of works created by women or works focused on themes around gender equality;

- 5 **Plan a lunch or coffee break discussion** at work to discuss pertinent issues around gender equality with your employees or colleagues;
- 6 **Conduct a training** on Gender Based Analysis, equity, diversity, or advocacy for your employees or your partners;
- 7 **Host a reception** to gather together partners or raise money for a gender equality related cause;
- 8 **Organize a flash mob** or dance performance to garner attention and publicity;
- 9 **Celebrate** or feature a member of your organization or community who is attending WD2019 as a scholarship recipient, speaker, participant, filmmaker, or organizer;
- 10 **Host a book event** featuring the work of an inspirational feminist author;
- 11 **Fundraise** for local women's rights charities;
- 12 **Launch** a new policy or release new research, reports, or factsheets;



A flash mob at a Satellite Event in Uganda marking one year out from the Women Deliver 2019 Conference

- 13 Hold a discussion**, e.g. at your company's annual strategic retreat on how to improve diversity and inclusion in the company and include more women in leadership;
- 14 Plan a sporting event** to raise attention or funding for a cause or organization focused on gender equality or women's health and rights, be it a football game, bicycle ride, or bowling;
- 15 Host a breakfast, lunch, or dinner** to have discussions around gender equality, and the health, rights, and wellbeing of girls and women;
- 16 Organize a community project** to engage your neighborhood with an arts or service project such as cleaning up a public space or painting a mural that highlights issues around gender equality;
- 17 Co-brand a previously planned event.** Do you already have an event or undertaking planned that is related to gender equality and that you think aligns with the themes and focus of WD2019? You are very welcome to use the WD2019 branding when you register it as a Satellite Event, and to utilize the visibility of the Women Deliver 2019 Conference to catalyze additional impact and publicity.

We look forward to seeing your ideas become reality!

WD2019 HASHTAGS

PRIMARY CONFERENCE HASHTAGS:

#WD2019

We encourage you to refer to the conference using this shorthand.

#ThePowerOf

Use this hashtag to reference the theme of WD2019! We welcome you to be creative and pair this alongside your own messages. Be sure to put a space after #ThePowerOf so we can easily find and share your posts!

OTHER WOMEN DELIVER HASHTAGS:

#DELIVERFORGOOD

Global campaign that applies a gender lens to the Sustainable Development Goals and promotes investment in girls and women to power progress for all.

#HUMANITARIAN4HER

A hashtag to unite the digital conversation around the needs and resilience of girls and women in humanitarian settings.

#YOUTHVOICES

Women Deliver believes in the importance of integrating youth voices into decision making processes regarding sexual health and reproductive rights. Our award-winning Young Leaders program encompasses a network of 300 current Young Leaders and more than 300 alum.

TWITTER HANDLES TO FOLLOW

 **@WOMENDELIVER**

 **@YOUTHDELIVER**

 **@KATJA_IVERSEN**

FACEBOOK

 **@WOMENDELIVER**

 **@YOUTHDELIVER**

INSTAGRAM

 **@WOMEN_DELIVER**

OTHER

 **LINKEDIN**

 **MEDIUM**

 **YOUTUBE**

➤ SAMPLE SATELLITE EVENTS SOCIAL MEDIA POSTS

CREATE YOUR OWN MESSAGE

It's not too early to start planning how you'll leverage the global spotlight of WD2019 to spread the word about your Satellite Event and shine a light on your work for gender equality. We believe that WD2019 is an opportunity for groups and individuals all over the world to engage in dialogue, idea-sharing, and relationship building, around what a more gender equal world looks like – and how we get there. Together, we make up a global movement for POWER, PROGRESS, and CHANGE!

As you plan and publicize your Satellite Event, we invite you to use these materials to incorporate it into the vibrant dialogue around the Women Deliver 2019 Conference. We encourage you to use the conference as a news hook, and to fill in the following posts with your issue-area focus. We also invite you to share what you're most looking forward to about your Satellite Event and what you hope to achieve. Feel free to edit the language below to best suit your channels.

TWITTER

- We are proud to host a #WD2019 Satellite Event, and to join the global dialogue around gender equality and women's health and rights. We look forward to discussing #ThePowerOf [insert message here] with [insert community focus here].
- We are proud to be drivers of progress, of change. #ThePowerOf [insert message here] moves ALL of us forward. So excited to join this global dialogue and host a @WomenDeliver Satellite Event [insert event here] in celebration of #WD2019!

FACEBOOK

- On [insert date here], we are hosting a #WD2019 Satellite Event to celebrate #ThePowerOf [insert message here]. We can't wait to see you there! Learn more here: <https://wd2019.org/satellite-events/>
- [for a Satellite Event in the form of a panel]: We are joining the global dialogue and hosting a #WD2019 Satellite Event! We look forward to discussing #ThePowerOf [insert message here] w/ @WomenDeliver alongside a group of inspiring influencers, advocates, and activists. Learn more here: <https://wd2019.org/satellite-events/>
- We are proud to be drivers of progress, of change. #ThePowerOf [insert message here] moves ALL of us forward. So excited to host a @WomenDeliver Satellite Event and join the global dialogue during #WD2019! Learn more: <https://wd2019.org/satellite-events/>

INSTAGRAM

- On [insert date here], we invite you to join the global dialogue on gender equality! Attend our #WD2019 Satellite Event to celebrate #ThePowerOf [insert message here]. We can't wait to see you there! Learn more here: <https://wd2019.org/satellite-events/>
- We are excited to be hosting a #WD2019 Satellite Event! We look forward to discussing #ThePowerOf [insert message here] w/ WomenDeliver alongside a group of inspiring influencers, advocates, and activists. Learn more here: <https://wd2019.org/satellite-events/> [for a Satellite Event in the form of a panel]
- We are proud to be drivers of progress, of change. #ThePowerOf [insert message here] moves ALL of us forward. So excited to join the global dialogue around gender equality and host a WomenDeliver Satellite Event in honor of #WD2019! Learn more: <https://wd2019.org/satellite-events/>

OTHER SATELLITE EVENT COMMUNICATION IDEAS

OP-ED/LETTER TO THE EDITOR

Contact a local newspaper and submit an op-ed or a letter to the Editor on the issue of gender equality and the health, rights, and wellbeing of girls and women. Use your letter to showcase the mission of your Satellite Event and how it ties into the global dialogue on these issues.

BLOG POST

Write a blog post on your own blog or as a guest writer on someone else's blog. Use the Key Messages in this toolkit for inspiration.

MEDIA

Reach out to local media to inform them about your Satellite Event and about the WD2019 global dialogue – they may want to interview you.

NEWSLETTER ARTICLE

Use the template below to kick off an article on your Satellite Event in your next newsletter:

On [\[insert date here\]](#), we are hosting [\[insert name of event\]](#), a Women Deliver Satellite Event!
[\[Insert information on your event here\]](#).

In planning this event, we are proud to say that we are joining an essential global dialogue on how to achieve a more gender equal world, a dialogue that includes the Women Deliver 2019 Conference, the world's largest conference on gender equality and the health, rights, and wellbeing of girls and women. [\[Elaborate on your event and how it ties into WD2019's themes of power, progress and change!\]](#)

LIVESTREAM INSTRUCTIONS

Livestream instructions for viewing the Women Deliver 2019 Conference will be provided closer to the conference date. Please check back in regularly at our [website](#) to learn more!

When scheduling viewing parties, please note that Vancouver is located within the Pacific Standard Time (PST) time zone. Plenary videos will be posted on the website within hours of the event, so if you are not able to view it live, please take these facts into consideration when planning your logistics.

➤ APPENDIX: THE SATELLITE EVENT CHECKLIST

As you organize a Satellite Event, feel free to use the checklist below for a step-by-step approach. However, we know that you are already experienced in organizing successful events, and that each Satellite Event and its circumstances are as unique as the individual or organization that hosts it! Please consider this a guideline to draw on as often as it is helpful.

- 1 Set the goals.** What does this event seek to accomplish? Do you want to launch a new initiative, spur a meaningful conversation, build partnerships, showcase your work, or spotlight a specific issue? How does this event fit within WD2019's theme of "Power. Progress. Change."? What do you want your attendees to think as they leave, and what do you want them to do in the days and weeks following the Satellite Event? What is your budget and timeline?
- 2 Book a location.** Secure a space, and think strategically about how to best utilize it. Determine what is needed to make the event a success — for example: furniture, projectors, fans/heaters, additional lighting, video screens, internet connection, etc.

REMINDER!

This is a good time to say that no Satellite Event is too big or too small! Whether it gathers hundreds of people in a conference hall or five women around a dinner table, the issues it raises and the individuals it inspires are all part of a global dialogue.

- 3 Make sure to register the event with Women Deliver!** If aligned with the theme of the conference, the event will be featured on our website and you will have access to our “Celebrating” logo.
- 4 Send out invites** to guests, speakers, delegates, community organizers, influencers, and partners, ideally at least 4 – 6 weeks in advance. Be realistic about RSVPs, and be prepared to send out a second wave of invitations as your event gets closer. This is a great opportunity to grow networks, and to target individuals and organizations with whom you want to build partnerships.
- 5 Promote the event**, capitalizing on the momentum of WD2019 and using our social media and communications guide!
- 6 Gather the supplies**, e.g. writing implements, refreshments, cutlery, microphones.
- 7 Check the tech!** As the day approaches, check on all necessary technology – and have a backup plan if it fails. If planning to livestream an external event, have someone who is prepared to engage the audience if it cuts out. If you’re planning to livestream your own event, have someone who can take video for posterity on her phone if the internet fails.
- 8 Tap into the global Women Deliver network!** How? By sharing the event with us on social media with the #WD2019 hashtag, using our social media guide, and by checking out what other Satellite Event organizers are doing on our website!
- 9 Have a contingency plan!** Is the event outside? Have a plan for what to do if it rains. If a speaker gets sick, know who will step up and take her place.
- 10 At the event: Take lots of photos!** Share them to social media using the #WD2019 hashtag and send them to our Satellite Event coordinator! Encourage guests to do the same. If you have walk-in guests, have a sign-up sheet to collect names and email addresses for future events.

11 After the event: Follow up with guests and keep in touch! If appropriate, send out thank you emails and share some of the best photos from the event with the guests. And don't forget to share the final photos and videos with Women Deliver as well.

Finally, we'd love to learn what worked best for your unique event, so please feel free to [share your own thoughts and ideas with our Satellite Event coordinator!](#)

A gender equality panel at a Satellite Event in Nigeria marking one year out from the Women Deliver 2019 Conference



➤ APPENDIX: WD2019 RESOURCES

WD2019 Conference

Women Deliver

WD2019 Newsletter

KEY WD2019 MESSAGES

- 1** The Women Deliver 2019 Conference will be the world's largest conference on gender equality and the health, rights, and wellbeing of girls and women in the 21st century.
- 2** Far beyond Vancouver, WD2019 is launching a global dialogue that crosses continents. All around the world, individuals and organizations are hosting Satellite Events, each one amplifying the voice of changemakers who are driving progress on the path to a more gender equal world.
- 3** The conference will present new knowledge, promote solutions, and serve as a fueling station for advocates working to achieve a more gender equal world.
- 4** 7,000 world leaders, influencers, advocates, academics, activists, and journalists will flock to Vancouver with the drive to accelerate progress for girls and women everywhere.
- 5** WD2019 is more than a conference - it is a fueling moment on the path towards power, progress, and change for gender equality.

APPENDIX: **ADDITIONAL RESOURCES**

Below, please find a list of helpful resources, which we invite you to use or share. These resources are drawn from Deliver for Good, a global campaign driven by a coalition of partners. Deliver for Good applies a gender lens to the Sustainable Development Goals and promotes critical investments in girls and women to power progress for all. We invite you to learn more about it at deliverforgood.org.

Improve Maternal and Newborn Health and Nutrition

 **POLICY BRIEF**  **INFOGRAPHIC**

Meet the Demand for Modern Contraception and Reproductive Health

 **POLICY BRIEF**  **INFOGRAPHIC**

Respect, Protect, and Fulfill Sexual Health and Rights

 **POLICY BRIEF**  **INFOGRAPHIC**

Ensure Health for All

 **POLICY BRIEF**  **INFOGRAPHIC**

Dramatically Reduce Gender-Based Violence and Harmful Practices

 **POLICY BRIEF**  **INFOGRAPHIC**

Ensure Equitable and Quality Education at All Levels

 **POLICY BRIEF**  **INFOGRAPHIC**

Boost Women's Economic Empowerment

[➤ POLICY BRIEF](#) [➤ INFOGRAPHIC](#)

Strengthen Girls' and Women's Political Participation and Decision-Making Power

[➤ POLICY BRIEF](#) [➤ INFOGRAPHIC](#)

Accelerate Access to Resources — Land, Clean Energy, Water, and Sanitation

[➤ POLICY BRIEF](#) [➤ INFOGRAPHIC](#)

Invest in Girls and Women to Tackle Climate Change and Conserve the Environment

[➤ POLICY BRIEF](#) [➤ INFOGRAPHIC](#)

Improve Data & Accountability for Girls and Women

[➤ POLICY BRIEF](#) [➤ INFOGRAPHIC](#)

Build Sustainable Financing and Partnerships for Girls and Women

[➤ POLICY BRIEF](#) [➤ INFOGRAPHIC](#)



Thank you for hosting a Satellite Event. Because of your effort, the global dialogue around gender equality and the health, rights, and wellbeing of girls and women will be heard around the world.

For more information, visit WD2019.ORG or email Nora Updegrove at NUpdegrove@womendeliver.org