

Welcome Guide for Events Organisers

We are delighted to have you on board as an Events Organiser with the Marine Conservation Society! Thank you for giving your time to help us raise awareness about the ocean. This guide, along with the Events Organiser webpage, provides everything you'll need to run an engaging and informative stall for members of the public.

In preparation for your big day, please read the following information carefully and reach out to us on seachampions@mcsuk.org if you have any questions or need support.

Scan QR code for resources,
or visit mcsuk.org/events-organiser-resources



Follow these five steps....

Before the day of event

1. Know your purpose

Your role as an Events Organiser is to set up stalls at events in your community and distribute materials to engage and inspire attendees. Being present at local events means the Marine Conservation Society can:

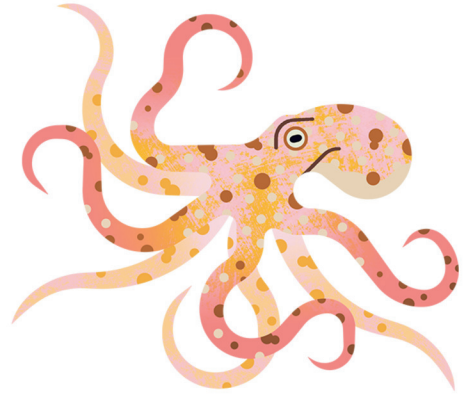
- Educate and inspire others to take action
- Promote our work and activities
- Increase our reach in new audiences
- Hand out flyers and freebies so people are more likely to remember us.

If you want more background about this role, please read the Events Organiser role description on our website.

2. Check your pack contents

You should have:

- One tablecloth
 - 16 bunting triangles and some twine
 - 40 Ocean-bound plastic pens
 - 40 postcards
 - 40 bookmarks
 - 4 A3 posters
 - 4 types of leaflets (~120 in total)
- All the paper materials are printed using **sustainable inks** on **100% recycled** and **FSC certified** paper.
 - You may wish to collect some other **objects of interest** (e.g. ocean themed decorations) to personalise your stall.
 - Things like **rubber bands, pots and bowls** can be helpful for organising your merchandise.
 - You will need to arrange to **borrow a table** from the event host. Please make this clear when you are signing up to attend an event.



3. Plan your travel

Make sure that you are familiar with your route and know how long it will take (considering traffic!). If cost is a barrier, we encourage you to claim your travel expenses – please let us know beforehand on seachampions@mcsuk.org. Let a "buddy" (a friend or family member) know where you are going, when, and for how long. Make sure you exchange up-to-date phone numbers so you can both get in touch if needed.

4. Order your merch

There is no obligation to wear branded clothing while volunteering with us, but if you'd like to feel like part of the team, use your personalised voucher code and visit our online shop at mcshop.org.uk to claim your **£20 voucher**. We will send your voucher code securely by email.



5. Risk assessment and insurance

It's important to review our risk assessment before each event. This complements your online training and helps make sure each event runs smoothly and safely. When confirming your attendance at an event, we recommend that you check if the event host has appropriate insurance. You are also covered by the Marine Conservation Society's public liability insurance when volunteering. You can find the latest risk assessment and our public liability insurance certificate on the Events Organiser webpage.

Follow these four steps....

On the day of the event



1. Find the host

When you arrive, find the event host, introduce yourself and tell them who you are representing. Collect your table and find your spot. We also recommend that you use this opportunity to get the details of the event First Aider and ask about emergency exits and procedures.

2. Set up your stall

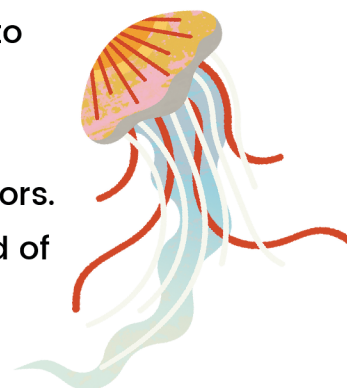
As long as your stall is visually appealing, we don't mind how you set it up. Make sure the posters are visible, and that leaflets, postcards and bookmarks are stacked neatly. We suggest you keep some of the freebies packed away as reserves, to make sure they don't get taken all at once! Try to limit people to one at a time if you can. Check out these example stall setups below:



3. Meet, greet and repeat

Once people start arriving, be friendly, positive and chatty. We want people to feel comfortable and excited to learn about the Marine Conservation Society. Use the pack materials as prompts and allow people to read in their own time.

- If you don't know the answer to a question, feel free to signpost people to our website or to the seachampions@mcsuk.org email address.
- Make sure to tidy and top up your stall between visitors.
- Take a look at the talking points and FAQs at the end of this document for some inspiration and guidance!



4. Look after yourself

Standing on a stall all day can be tiring. Make sure to take regular breaks and have plenty of snacks and cups of tea! If you aren't able to stand for long periods, or just prefer sitting down, you could take your own folding chair or borrow one from the venue. Keep the risk assessment in mind and don't do anything you aren't comfortable with. Keep your buddy up to date and seek help from the event hosts if you need it.

Follow these three steps...

After the day of the event

1. Rest and relax

You've done something amazing for the ocean today! Unwind however you prefer to and reflect on your achievements of the day.

2. Log your activity

Please log your event activity through the **Volunteer Activity Record** found on your volunteer dashboard. Feel free to email us too, to let us know how it went!

3. Order replacements

Running low on stock? If you had a busy day and would like some top-ups for your kit, please contact seachampions@mcsuk.org and we can send you some replacements. If you haven't managed to run an event within a year of signing up, we kindly ask that you donate your pack to a local school, youth group or community organisation.



Thank you from all of us at the Marine Conservation Society!



Talking points

Here are some facts to help you start conversations about the ocean:

- **The Ocean Bound Plastic Pen:** The plastic used to make this pen has been collected from coastal areas and recycled into this new product!
- **Ocean protection:** Although 1/3 of UK seas are protected, only 6% are protected from bottom-towed fishing gear and only 1% are classed as “well-managed”.
- **Marine pollution:** 11 million tonnes of plastic enters our ocean each year.
- **Overfishing:** 40% of UK fish stocks are overfished, meaning the population of that species, in that area, is declining faster than it can reproduce.
- **Policy changes:** We've seen a 55% drop in plastic bags on UK beaches since the 5p charge (which we campaigned for) was introduced in 2011.
- **Oyster restoration:** We have restored 100,000 oysters in Scotland's Dornoch Firth, and 25,000 in the Firth of Forth near Edinburgh.
- **Jellyfish facts:** Jellyfish are part of a family of animals called “cnidarians” (silent C), along with anemones and corals. They all have stinging cells. They don't have a brain, heart or lungs, and they are 95% water.
- **The basking shark:** Did you know the UK is home to the world's second largest shark? Basking sharks can be spotted around the UK and measure up to 12m long.

Why not browse our website to soak up some knowledge before your event?

FAQs

Here are some questions you may be asked while hosting your stall:

- **Q: Which volunteering activity should I do?**
 - **A:** Take a look at the “Get Involved” poster, and visit the volunteering page on our website for more information. If you live inland, Source to Sea and Ocean Voice are great opportunities.
- **Q: Should I stop eating seafood?**
 - **A:** We think this is a personal choice, and we don’t try to encourage people either way. If you do eat seafood and you want to be more suitable, try out the Good Fish Guide.
- **Q: Can we really stop ocean pollution?**
 - **A:** We can try! Each year, we have thousands of volunteers cleaning our beaches and surveying litter, which makes a huge difference. The Marine Conservation Society policy teams use this litter data to influence change at the UK government level. We need everyday, small actions paired with high-level change to tackle this problem.
- **Q: What can I do to help?**
 - **A:** Volunteer, donate or become a member (direct to posters). Talk to friends and family about the ocean, sign petitions, join campaigns and change your everyday habits to be more sustainable. Use your vote and your voice wisely!
- **Q: What can I show to my children/grandchildren to educate them?**
 - **A:** We have a suite of educational resources for all ages on our website under “Fun and Learning”. Take a look at this Seashore Safari leaflet.



Registered charity in England and Wales 1004005 and in Scotland SC037480.
Registered company limited by guarantee in England and Wales 02550966.
Registered office: Overross House, Ross Park, Ross-on-Wye, HR9 7US. VAT number: 321491232.



mcsuk.org  mcsuk  mcsuk  mcsuk  mcs_uk