

DEMYSTIFYING DEATH WEEK



DESIGNING YOUR EVENT



WELCOME

This booklet is designed to help you plan an activity or event for Demystifying Death Week.

CONTENTS



WHAT WILL
YOUR EVENT
LOOK LIKE?

P2



ISSUES TO
CONSIDER

P4



FURTHER RESOURCES

Check out our [website](https://www.goodlifedeathgrief.org.uk/members-dmd/) for further informative guides including:

- Event Ideas: templates and activities
- Facilitation skills
- Hosting an online event: hints and tips

The website also includes a range of free resources including information leaflets, films and activities.

<https://www.goodlifedeathgrief.org.uk/members-dmd/>

WHAT WILL YOUR EVENT LOOK LIKE?

Many different kinds of activities and events take place during Demystifying Death Week. For example:

EDUCATION AND INFORMATION

Some events aim to help people learn more about some aspect of caring, dying, bereavement or planning ahead. These might take the form of a lecture, or a seminar, or a workshop, or an information stand in a public place.



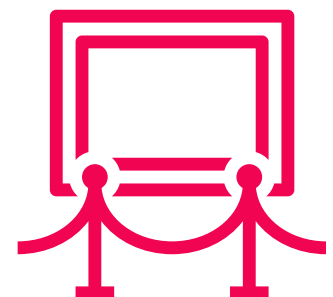
CREATIVE EVENTS

Bringing people together to create something personal and beautiful, for example a memory box, piece of creative writing or painted stone, can open up informal opportunities to chat about whatever is on people's minds.



EXHIBITIONS

Creating or displaying art exhibitions can be an accessible way to prompt thoughts and reflections on a range of issues. We have several copies of the beautiful 'It Takes a Village' exhibition that we can lend out for DD week displays.





FILMS & PERFORMANCES

Live performances, for example drama, music, poetry and puppetry can be opportunities to educate and provoke reflections around death, dying and bereavement. There are also lots of great films with relevant themes, from Hollywood Blockbusters such as *Coco* or *Up*, to short educational films. (Remember that you may need to get a licence to show a film in public.)

REFLECTIVE ACTIVITIES

Sometimes people organise active events with a focus around personal reflection or remembrance, for example guided walks, bulb plantings, or labyrinth walking. Simply providing a space for peace and reflection can also be hugely appreciated.



DISCUSSIONS

There are lots of ways to bring people together to discuss death, for example death cafes, book clubs, lunch groups, interactive seminars. We have a freely available [conversation menu](#) that can help to get conversations started.

ISSUES TO CONSIDER

TARGET AUDIENCE

Who would you like to come along to your event?
What kind of event format might they find interesting? Where and when is likely to suit them?



PURPOSE

What is the purpose of the event? For example do you want people to learn something at the event? If so, what? Do you want to provide opportunities for social connection? For reflection? For discussion?

Being clear about your purpose from the outset will help you to design an event that will meet your aims.

ONLINE OR FACE-TO-FACE

Successful events can be held either in person or via a video conferencing platform such as Zoom. Face-to-face events can work well when people live or work in the same area, and many people find it easier to build a sense of rapport and connection in person rather than online. However, online events can attract people from a wider geographical area, cost less in terms of catering or room hire, and can take less time to organise. There are pros and cons to each, so think about what will work best for you.



FOCUS

Be clear about what issue(s) do you want to focus on? Planning ahead? Sources of information and support? Self-care for unpaid carers or staff? Funeral Poverty? What happens when someone is dying? Bereavement? Remembrance?



MIX AND MATCH

In designing your own event, you might want to mix and match some of the ideas above. For example:

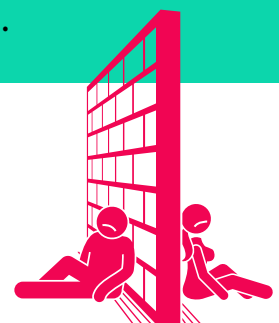
- a film screening followed by a death cafe;
- an exhibition with an accompanying table of practical information;
- A creative activity that culminates in a display of artwork alongside a lecture.
- A seminar that incorporates several elements, for example a film to prompt discussion and reflection, input from professionals, and discussions.



BARRIERS

It is important to think about whether some people or groups will find it particularly difficult to attend your event. For example, is your venue accessible for people who might want to attend? Is your venue considered welcoming by people of different faiths, cultures and belief groups? Would the timing of your event work for your target audience? Are you using inclusive language?

Some groups of people are more likely than others to face social exclusion. It is important to consider what you can do to remove the barriers people face.



WHO CAN HELP?

Working together with other individuals or organisations can help to share the workload and increase the reach of your event. Are there others in your local area who might be interested in working with you on this? Perhaps there are people who've been involved in related work in the past? Or people who bring particular expertise that would help to improve your event? Sometimes it can be useful to involve professionals such as funeral directors, solicitors or healthcare professionals to bring specific input to an event. Also, check out our [website](https://www.goodlifedeathgrief.org.uk/members-dmd/) for useful resources:

<https://www.goodlifedeathgrief.org.uk/members-dmd/>



PUBLICISING YOUR EVENT

It is important to let people know that your event is taking place. Start publicising your event as soon as you can, so people have time to get it into their diaries. Consider using a range of ways to promote your event, including social media, word of mouth, emails and posters. Is there a local group who might be particularly interested that you can notify? Are there local facebook groups you could advertise on?



FURTHER RESOURCES

Check out our [website](https://www.goodlifedeathgrief.org.uk/members-dmd/) for the full range of Demystifying Death Week Event Guides:

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- Event Ideas: templates and activities
- Facilitation skills
- Hosting an online event: hints and tips

We also offer a range of free resources to support your event including information leaflets, films and activities.

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