



Organizing a Community Event

Organizing an event about The Conversation Project (TCP) is one of the best ways to gain interest and help spread the mission of TCP. We've found that there's no typical audience for these kinds of presentations— we've seen successful events of every size and scope. In this section, the TCP team shares some of our most poignant learnings from presenting to a variety of different groups.

Possible Event Types and Audiences:

Presenting on The Conversation Project can take a variety of formats. Below are just a few of the formats that we've seen to be successful.

1. **Overview of The Conversation Project:** This is a general session where the presenter has the opportunity to give background information on TCP, basic statistics, strategy, and exciting news highlights. These can range from 15 minutes to an hour based on how much time you are given.
2. **Train the Trainer:** These half day to day long sessions give participants all the tools they need to be able to bring The Conversation Project to their home organization or community.
3. **Conversation Starter Kit Workshop:** In these sessions, participants take a deep dive into TCP's flagship resource, The Conversation Starter Kit. They fill out part of the kit in pairs at the tables that they are sitting at. They are then charged to go home and use this as a starting point to having the conversation with their loved ones at home. These are often offered in two sessions—where the second session is a debrief of how having the conversation with their loved ones went.