

October is

Conflict Resolution Month

in Colorado

**EVENT PLANNING
TOOLKIT**



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WELCOME

EVENT PLANNING TOOLKIT

Welcome,

Conflict Resolution Month in Colorado is all about action! There are an infinite number of ways for you to take action toward inspiring productive problem solving in Colorado—the only limit is your imagination!

Who knows what ideas you will come up with. Be creative and encourage others to join in! With this toolkit we hope to make it easy for you to get you started, and make the best use of the tools that we have in place to make your event a success.

Thank you very much for your interest to participate in October is Conflict Resolution Month in Colorado.

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WHAT AND WHY?

What is Conflict Resolution Month?

October is Conflict Resolution Month in Colorado. What this means to Coloradans is an opportunity to learn, teach, and promote more civil and respectful ways of dealing with conflict, dispute, and disagreement. Conflict Resolution is a canopy under which many practices – old and new – are found. These practices include arbitration, mediation, restorative justice, and non-violent communication. Increasingly in Colorado, the month of October brings awareness to dealing more constructively with conflict, as more and more organizations and people get involved in teaching, learning, and promoting these alternatives.

Events, activities, and sharing the message in myriad ways during Conflict Resolution Month in Colorado are all helpful for increasing awareness and skills toward greater civility. The following pages contain an Event Toolkit to help you create and promote your own event.

Why Create Your Own Event?

As an alternative dispute resolution professional, a teacher, a manager, or a member of a congregation or community organization, you are on the forefront of dealing with interpersonal conflict. While you may already have tools and skills in place to support increased civility in your community, Conflict Resolution Month in Colorado gives you a unique opportunity to impact a larger audience and introduce concepts of dispute resolution to those who have not heard of the many new practices and trends toward resolving conflict in a more peaceful and mutually beneficial way.

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A GUIDE TO YOUR EVENT (1)

A Guide For Planning And Promoting Your Event

1. MESSAGE: What message would you like to impart?

Whether you have developed a new process for mediation, have successfully implemented new practices in the workplace, have a service that your company would like to introduce to a wider audience, or have a creative expression of conflict and resolution that you would like to share, there are many ways to participate in Conflict Resolution Month in Colorado.

2. AUDIENCE: For whom are you planning this event? Would you like to attract a specific group - for example, your congregation, school faculty or parents, teenagers in your area, or the general public?

3. EVENT: What type of event will it be?

Will you have a speaker, an interactive training, a showing or discussion of this year's Conflict Resolution Month in Colorado movie or book selection, a fun and festive celebration, a performance piece, or something else? Is it a fundraiser, a way to build awareness for your organization/business, or is it a way to spread exposure to alternative dispute options? These are among the possibilities; choose what suits your purpose best.

4. WHERE: Where will the event take place? And, how many will come?

It is often hard to gauge how many people will come to an. The number of attendees is often determined by a confluence of all of the answers on this page, but it is important to choose a location that will be neither too big, nor too small. Will attendees want to sit and watch, or is it a celebration/networking event where mingling will suffice?

The best plan is to have a free or low-cost location. Does your organization have, or is it associated with a facility? Many free or low cost locations are available through your city, local library, school, or place of worship. A private home could work, depending on the number of people expected.

5. PROMOTE: How will you promote your event?

This is a very important question. We have compiled ideas and other resources to assist you in the pages below. Starting with two basics, a poster or flyer and a press release, you can spread the word about your event.

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A GUIDE TO YOUR EVENT (2)

Be creative. Start by naming your event; the name should be simple, yet describe your event clearly. Then, create a poster or flyer. This, along with your press release, will represent your event in many ways. Be sure to include the name, location, date(s), beginning and ending times, and a short description of the event (a sentence is enough for the poster/flyer). Also, include the sponsor or producer, and the names of any speakers, artists, or performers. You may also wish to include whether there are refreshments offered and if there are any costs to participate. Music or entertainment is very important to include here, as well as any other attraction that would draw people in. You will find a sample press release below.

Consider tying in with another organization. Co-producing an event with another group or organization can broaden your audience, increase the taskforce, and may offer opportunities not otherwise available.

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YOUR CITY'S PROCLAMATION

Your City's Proclamation and How to Tie In to Your Area

An increasing number of cities and municipalities in Colorado have proclaimed October as Conflict Resolution Month in Colorado.

To find out if your area has done this already, follow this link to our Proclamations page. If you would like to assist your area in creating a proclamation, follow this link to our proclamation toolkit (*to be added*).

If there is already a proclamation in place with your city, county, or local municipality, mention that in your press release and expound upon the good reasons for all Coloradans to observe the trend toward a more civil state. Next, find other organizations, businesses, and local justice programs that use, teach, or advocate for alternative conflict resolution. Perhaps they would be interested in joining your event efforts in some way. They may want to have a table to distribute their literature, present a speaker, or something else. They may even want to share the responsibility for the whole event with you. Remember, conversations and connections between these entities are a huge part of the success of Conflict Resolution Month in Colorado; working together is a prime principle behind a civil society. These collaborations could serendipitously open up a broader scope and conversation of your work – even before the event gets under way.

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MAKING AN ACTION PLAN

Making an Action Plan

An action plan will help you and your colleagues stay on top of a timeline for planning, publicizing, and producing your event. This sample plan will give you a clear idea of the timing and needs of your event planning.

Tips For Making An Action Plan

- **Make a List.** Create a list and accompanying timeline of specific action items or tasks to complete. For each task, note who is responsible, what details need to be accomplished, and what is the target date for completion.
- **Put Timelines on Everything.** This is especially important for publicity.
- **Create A Timeline Easily By Starting At The End** (the accomplishment of the goal) and working your way backwards to present day and circumstances.
- **Break Large Tasks into Smaller, More Manageable Chunks.**
- **Work Your Plan.** Meet or check-in regularly to assure that the timeline is on track.

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SAMPLE ACTION PLAN (1)

Sample Action Plan

Conflict Resolution Event October 11, 2013

DEADLINE	ACTION	WHO
By August 20	<ul style="list-style-type: none"> - Meet to finalize full plan including program agenda, date and time, budget. Partners?, food?, music?, speaker? Set timelines 	
By August 31	<ul style="list-style-type: none"> - Find location, confirm time of event - Confirm speaker/musician/performer - Design poster/flyer 	
By September 13	<ul style="list-style-type: none"> - Write press release (news and radio), - Print poster/flyer 	
By September 20	<ul style="list-style-type: none"> - Finalize press plan, including: which radio and news contacts; access television submissions; calendars and newsletters; postering plan for who and where (contact news outlets to confirm deadlines) - Send out to monthly calendars/newsletters - Hang posters and distribute flyers 	
By September 27	<ul style="list-style-type: none"> - send out press releases to radio; follow up with a phone call - send out any long running press submissions (weeklies, access TV, etc). Be sure to indicate the dates that you want the press release to run - confirm plan for any equipment (sound, tables and chairs, food service) - confirm speaker/musician/performer tech details and timing details 	

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SAMPLE ACTION PLAN (2)

DEADLINE	ACTION	WHO
By October 4	<ul style="list-style-type: none">- Send press release out to all remaining contacts (dailies), follow up with a phone call- Confirm that all team members are set with equipment and plan of action for week of event.	
Week of Event	<ul style="list-style-type: none">- Schedule time to access venue for set up (night before is best, but morning of can work)- receive speakers and participants.- follow up with press release if needed	
Week after	<ul style="list-style-type: none">- Be sure to thank speaker/performers, venue, team- Go onto Conflict Resolution Month in Colorado site to report numbers and fill out feedback form.- Also see the feedback form at the end of this toolkit.	

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PUBLICITY

Publicizing Your Event

Of course, publicizing your event is a very important step. And, there are a few ways to get this task done. Start with the answer to your question above: For whom are you planning this event? If it is just for your organization, workforce, or congregation, then this step will be easy. If you are hoping to attract the general public, this step is not difficult, but you must be thorough. Either way, you will need a poster or flyer and a press release. A sample press release can be found at the end of this section.

For an internal event: You will want to locate every bulletin board and poster potential on the premises – post your flyer prominently. Next, is there a newsletter, bulletin, or email blast distributed to members or employees? This is a good place for your press release.

For a public event: Ways that you can promote your event include:

Flyers and Posters – These can be distributed and hung by the core group of organizers, volunteers, or members of your group or organization. Seek out places where your target audience will readily see the information. CCRM has a banner template available that can be tacked onto your poster to demonstrate collaboration with Conflict Resolution Month in Colorado.

Press Releases – These can be sent to print media such as newspapers and newsletters, to online bulletin boards, or to radio and television stations. You will find simple format samples here, and a list of media outlets by region here. Your city may have a free access television events board.

Interviews and Announcements – Once your press releases are out, follow up with a phone call to assure that the information found the person who is most likely to further your message. You can offer an interview on a pertinent program, or offer to send further information.

Collaboration – Demonstrate good cooperation skills by finding ways to work with other events in your area, and your city. A larger, multifaceted effort will attract a larger audience, and increase the effectiveness of your ultimate message.

For Non-Profit Organizations – Non-profits have the opportunity to take advantage of public service announcements that are offered, free, by all broadcast outlets. Radio is a particularly effective venue. Pick radio stations that align with your audience, call the station and discuss how to submit your press release, and how often it can be run. Radio station press releases are much shorter than print releases, find an example of an abbreviated release below.

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PRESS RELEASE (1)

Submitting a Press Release

1. Target newspapers, online news, radio stations, or other media outlets in your area. Send your press release to the right contact person:
 - Daily newspapers in your community: contact the City Editor or the editor in charge of the section that relates to your content.
 - Weekly newspaper: Editor
 - Magazine: Editor or Managing Editor
 - Radio stations: News Director or PSA Director (if sending a public service announcement)
 - TV stations: News Director
 - Public Access TV Bulletin Boards and City Calendars
 - Arvada City of Arvada KATV
 - Aspen GrassRoots TV Channel 12
 - Aurora KACT-TV Channel 8
 - Boulder Community Media Network Center
 - Denver Open Media
 - Durango Community Access Television DCAT
 - Louisville CCTV-54 Citizens Community Television
 - PBS Channel 12 http://www.cpt12.org/community/local_events.cfm
2. Use the internet, on-line calendars, bloggers, and trade associations.
 - Find local bloggers in the field and e-mail them copies of your press release.
 - Find the names of key people. For example, if you are a member of a related association, send your press release to the person in charge of the calendar via e-mail.
 - If you have an internet presence (Website, Facebook, Twitter, etc) use these venues extensively.
 - And, don't forget the Conflict Resolution Month in Colorado website calendar.

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PRESS RELEASE (2)

The Submission Process

1. Research and follow each outlet's submission guidelines.
 - Generally, your contacts will prefer to receive news releases either by fax, mail or e-mail. Send your release the way that the publication wants it sent.
 - Don't worry too much about finding out which exact individual to whom you should send your release; just be sure to send it to the right
2. Determine the timing of your press release.
 - Your release may need to coincide with an event or product launch. Otherwise, submit the release early in the week and early in the day.
 - Choose an atypical time, such as 9:08 a.m. instead of 9:00 a.m. Doing this will keep your release from getting lost at the top of the hour.
3. Submit your press release according to the required guidelines.
 - Type or paste your content directly into the body of an e-mailed press release. Many journalists delete e-mails with attachments because they take too much time to download and may contain viruses.
 - Send your press release to 1 publication at a time or blind carbon copy (BCC) the recipients to make the news release submission seem more personal.
 - Some outlets may prefer that you upload the press release directly to their website over a secure submission platform.
4. Add media such as photos and videos to your submission to increase your readership.
 - Avoid sending media files over e-mail. Large files will clog an inbox and may end up in the junk mail folder.
 - Send your contact person a link to your media through a service like Box or Dropbox. Alternatively, state that photos and videos are available upon request.
5. Follow up with a phone call. Ask if the recipient has received the release and offer assistance or further information as needed.

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PRESS RELEASE FORMS (1)

Press Release Template For Print

(use Organization Letterhead if you have it)

Contact:

For Immediate Release

Company Name

Contact Name

Contact Phone Number

Contact E-mail

PRESS RELEASE HEADLINE HERE IN BOLD UPPER CASE

Optional subhead here, often in sentence format

CITY, State, Month Day, Year --The opening paragraph is the most important element in a press release. Succinctly summarize what is being announced; clearly get the reader's attention with a compelling statement, while providing the most important facts. You may want to write your press release first then come back and develop the opening paragraph as a summary of the press release.

A press release should consist of three to five paragraphs where you provide all the relevant facts and information: title, date, time and location, or what, where, when, who, and why. The most important information should be listed first. Each paragraph should consist of three to five sentences written in the third person. Maintain an objective tone and avoid hype, or sales language. The average press release consists of 500 words, though an event announcement will generally be shorter. This press release template consists of 397 words. It is best to stick to one page.

Remember to introduce your event with a brief description, present it as a part of Conflict Resolution Month in Colorado, explain your motivation in presenting an event, describe all of the **elements of the event, include all names of speakers, entertainers, partners, etc. Repeat yourself subtly to reinforce the message.**

"A great press release may include a great quote from an organization executive or industry expert," says the expert in such things. "A good option here is a quote from a legislator regarding Conflict Resolution Month in Colorado. Please note that the media generally won't use quotes unless they are evocative, or state something in a way that would be difficult to paraphrase. Avoid clichés or generalizations."

Be sure to spell check, and fact check any facts or statistics. You should check your grammar, and read your press release aloud to ensure there aren't any obvious errors. Lastly, it's a good idea to have a colleague read your press release.

Finally, in the last paragraph, write a couple of sentences that identify your organization and provide a little background information to the press. Once written, this "boilerplate" can be used in all of your press releases.

###

(these symbols signify the end of the press release)

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PRESS RELEASE FORMS (2)

Press Release Template For Radio

(use Organization Letterhead if you have it)

Contact: For Immediate Release
Company Name
Contact Name
Contact Phone Number
Contact E-mail

PRESS RELEASE HEADLINE HERE IN BOLD UPPER CASE

Optional subhead here, often in sentence format

CITY, State, Month Day, Year -- The opening paragraph is the most important element in a press release. Succinctly summarize what is being announced. A radio press release is much shorter than a print release, so be sure to concisely include all of the important points of your event. Start with the title, date, time, and location. Say a bit about the purpose. Then repeat the title, date, time, and location, again.

Practice reading the piece to assure that it is easily read aloud and makes clear sense; listen for natural pauses and emphases, write these in where they work best. Don't be afraid to work to draw interest, just don't sound like a hyped up AM deejay!

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(these symbols signify the end of the press release)

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MEDIA RESOURCES

Visit the website for the contact information for the editor for local news and events.

COLORADO SPRINGS

Colorado Springs Business News
www.southsidebusiness.com

Colorado Springs Gazette
www.gazette.com

Colorado Springs Independent
www.csindy.com

Colorado Springs Woodmen Edition
www.waltpub.com

DENVER

Denver Colorado News Agency
www.ColoradoNewsAgency.com

Denver Denver Business Journal
www.bizjournals.com

Denver Denver Post
www.denverpost.com

Denver Westword
www.westword.com

FORT COLLINS

Fort Collins Coloradoan
www.coloradoan.com

Fort Collins Northern CO Bus. Report

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FEEDBACK FORMS (1)

1. Ask Feedback from your participants about your Event

Feedback form for participants to Event Organizer

Thanks for attending Please give us your feedback

NAME OF YOUR EVENT	DATE EVENT
TRAINER/FACILITATOR	LOCATION
Which aspects of this program/event did you appreciate most?	
Did this event meet your expectations? If not, why? What would you like us to change or add?	
How would you rate your overall experience for this event - on a scale from 1-10?	
Would you like to stay informed of our future events and programs via email? Email address	

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FEEDBACK FORMS (2)

Feedback form for Event Organizer to Conflict Resolution Month

NAME OF YOUR EVENT	DATE EVENT
TRAINER/FACILITATOR	LOCATION
Type of event	
Number of attendants	
Which elements of the Toolkit did you use for your event?	
What was most helpful?	
What would you like us to change or add?	
What was a meaningful success or outcome for your organization by hosting this event, in connection with October is Conflict Resolution Month in Colorado?	
Would you like to be listed as an endorsers in our next brochure? yes/no	YES/ NO
Contact person for questions	Name: Telephone: Email:
Can we add you to our email list	YES/NO Email:

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PRINT AND SHARE

Feel Free to print and share these materials for promotion of your event

Window Sign - *click here to download* - print double sided, so it is visible from inside and outside

Readers Guide - *click here to download*

Brochure Conflict Resolution Month - *click here to download*

Information graphic Benefits of Conflict Resolution

Flyer Why do we have Conflict Resolution Month?

How to connect your event with Conflict Resolution Month in Colorado

Please know that our campaign is officially named: *"Conflict Resolution Month in Colorado"*
We appreciate your using all of these words, if you are naming the campaign rather than just using our logo.

You can include the following text in your messages to connect your event with Conflict Resolution Month in Colorado:

Conflict Resolution Month in Colorado

We are delighted that this year's (your event name) coincides with Colorado's Conflict Resolution Month, which is designed to increase public awareness about conflict resolution and its many benefits. For more information about Conflict Resolution Month in Colorado and all the associated events and activities, please go to www.conflictresolutionmonth.org.

You can include our logo in your materials - *click here to download*.



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Readers Guide 2013

DIGNITY: Its Essential Role in Resolving Conflict by Donna Hicks, Ph.D.



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Each year **Conflict Resolution Month in Colorado** chooses a book as recommended reading for the community at large. We look for a book that is readable, offers practical skills, and is approachable by all. *Dignity* fills all these requirements easily. Author Donna Hicks suggests that experiences of dignity and violations to dignity are even more fundamental than interactions of respect and disrespect. She uses personal experience and new science to bolster her conclusions. Her thinking resonates with the reader at a foundational level no matter who you are in the world. She offers us dignity, a word and concept that we all know, and then adds depth and dimension to dignity and its practice. Donna Hicks leads workshops in **The Dignity Model**.

The Guiding Question:

When I am in conflict, how do I uphold my dignity and the dignity of the other at the same time?

General Understanding

Discuss the difference between dignity and respect as noted in the introduction on page 5. What do you think? The author uses evidence from evolutionary psychology to suggest that we are hardwired for self-protection by using fight-or-flight responses. At the same time, we are hardwired to be in relationships with each other and to befriend each other. These are powerful tensions and opposing urges. When have you been aware of these tensions? How did you and others respond? What was the outcome? Was dignity maintained or violated?

Individuals

Try this exercise from the author's **Dignity Model Workshop**: participants are asked to think about a time when their dignity was violated - when they walked away from difficult interactions with someone and they felt bad. Then participants are asked to look at the Ten Essential Elements of Dignity in Section 1 and name the elements that were violated in the bad interaction. Does this help you to understand that you are not "bad" but something bad happened to you?

Families

How do you see blame and shame happening in families? What has been your reaction to blame, shame and guilt? Often we carry these emotions and judgments from childhood; what does *Dignity* offer by way of managing one's reaction as adults?

Work

Demeaning gossip. What is your experience with gossip in the workplace? What are the impacts of a work culture that engages in gossip? Respond to Hicks' analysis of gossip in Section 20.

Communities

"Dignity threats call up a reaction from our ancient emotion center as if your lives are on the line even when they are not we have experienced an assault and need to be ready for action -- reactive, self-protective, defensive and maybe even violent" (p.12). What are the forces at play when we have differences of opinions and beliefs? What are the implications for civil dialogue and disagreement at the community and legislative level? Hicks offers examples of civil wars and international wars that she has mediated. What can we apply from these examples to our political situations?

Prepared by Vickie Samland, M.Div; Senior Trainer and Manager of School Programs
The Conflict Center, 4140 Tejon Denver, CO 80211, www.conflictcenter.org

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Your title here

And your text here

.....

(How to use as letterhead template:

- extract page from PDF: Adobe reader/document/extract page
- put white text box on top
- type your own text in Word Document)

Thank you for your support

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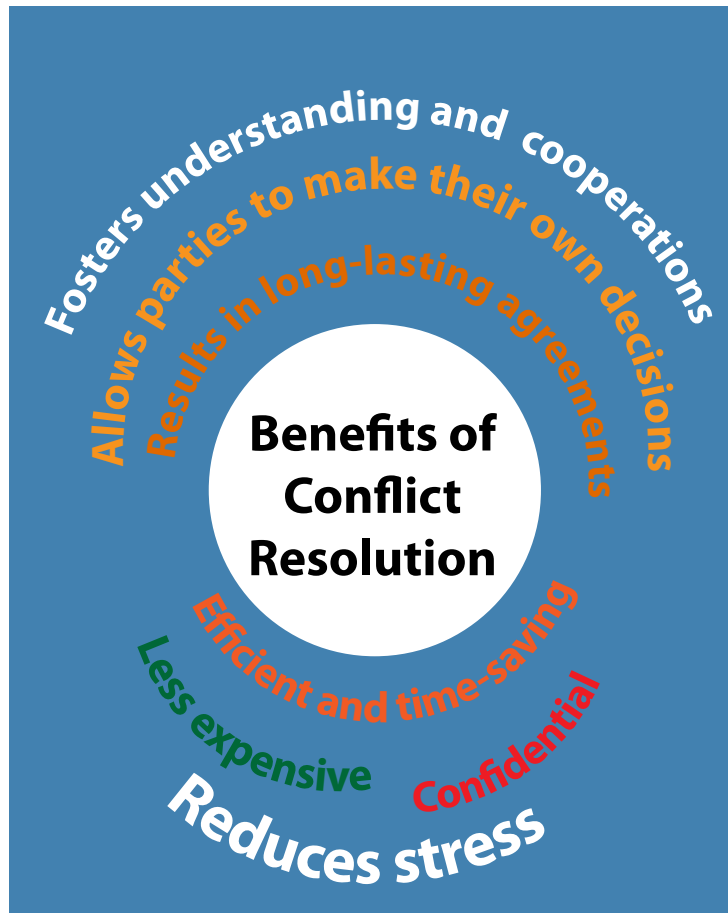
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Why do we have Conflict Resolution Month?

- Increase civility in Colorado
- Educate Coloradans about conflict resolution skills and resources
- Reduce Violence
- Raise awareness about strategies for solving disputes when feeling stuck
- Increase the use of conflict resolution resources in Colorado



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For more information on Conflict Resolution Month in Colorado, please contact:
Mary Zinn
mzinn@zinnmediation.com

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