

QUICK GUIDE

1. Go through the association's and the destination's purpose & ambition with this event? What does success look like 5-10 years down the line? What should the event achieve?
2. Go through the wider societal opportunities and focus areas the event addresses, and talk about their relevance and value to the local and global communities.
3. Go through the resources the event makes available to the local or global communities.
4. Go through the typical ways in which events can make a lasting impact on local and global communities. Use the checkboxes to highlight the most relevant potentials for the association and the destination.
5. Let workshop participants share who they are, what companies and organisations they represent and what immediate interest they see in the event.



OUR EVENT'S LEGACY POTENTIAL

LEGACY TOOLKIT

Supported by the Danish Board of Business Development.



OUR EVENT'S LEGACY POTENTIAL

EVENT PURPOSE & AMBITION

What is the association's and the destination's purpose & ambition with this event?

EXAMPLE:

The purpose statement for the Olympic Games is; "Encourage the regular practice of sport by all people in society, regardless of sex, age, social background or economic status."



WIDER SOCIETAL OPPORTUNITIES

Where does the event have the biggest opportunities for achieving a positive impact?

Who are relevant target groups? And how could they benefit from the event?

EXAMPLE:

A key focus area for the Olympic Movement is Gender Equality. Their aim is to increase the number of female athletes and increase women in sports administration and management.

EVENT RESOURCES

What is important for stakeholders to know about the event's resources to inspire legacy activities? For example key program elements, number of delegates and their characteristics.

EXAMPLE:

Resources accompanying the Olympics Games; Global media attention, 3.6 billion viewers, Athletic role models.



LEGACY POTENTIALS

Opportunities for events to have a lasting impact on local and global communities:

ASSOCIATION	DESTINATION	
<input type="checkbox"/>	<input type="checkbox"/>	HEALTHCARE AND WELFARE IMPROVEMENTS
<input type="checkbox"/>	<input type="checkbox"/>	REDUCTION IN CARBON EMISSIONS
<input type="checkbox"/>	<input type="checkbox"/>	VALUE OF IMPROVEMENTS IN REGULATION AND POLICY
<input type="checkbox"/>	<input type="checkbox"/>	VALUE OF INNOVATION AND NEW PRODUCTS
<input type="checkbox"/>	<input type="checkbox"/>	GROWTH IN LOCAL KEY INDUSTRY SECTOR
<input type="checkbox"/>	<input type="checkbox"/>	INCREASED EXPORTS
<input type="checkbox"/>	<input type="checkbox"/>	JOB CREATION
<input type="checkbox"/>	<input type="checkbox"/>	IMPROVED PRODUCTIVITY
<input type="checkbox"/>	<input type="checkbox"/>	VALUE OF ATTRACTED NEW TALENT
<input type="checkbox"/>	<input type="checkbox"/>	POSITIVE BEHAVIORAL CHANGE
<input type="checkbox"/>	<input type="checkbox"/>	VALUE OF NEW INTERNATIONAL NETWORKS AND COLLABORATION
<input type="checkbox"/>	<input type="checkbox"/>	SOCIETAL COST REDUCTIONS
<input type="checkbox"/>	<input type="checkbox"/>	IMPACT FROM POSITIVE BRANDING
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____
<input type="checkbox"/>	<input type="checkbox"/>	_____

EXAMPLE:

A potential legacy from hosting the Olympic Games could be; Creating positive social change by inspiring more young girls to pursue athletics – and athletic greatness.

Who is here today, and what are your interests in the event?



QUICK GUIDE

The purpose of this template is to formulate a vision and identify overall goals for your Legacy activities.

There are three steps in completing the template:

1. Cover story exercise - a playful way to explore a vision for a project.
2. Formulating the vision - summarising the cover story in a vision statement.
3. Identifying goals & challenges - identifying which goals will fulfill the vision.

STEP 1

Introduction to the Cover Story exercise:

"Imagine you are well on the other side of this Legacy project. You have been on a fantastic journey together and accomplished more than you ever thought possible. You have been so successful that a prominent magazine has chosen you as their cover story. Your job is to tell the story as if it had already happened."

Use the guiding questions below and the magazine template to the right to tell the story:

- What is the magazine?
- What does the cover look like?
- What are the headlines of the story?
- What are the sub-headlines?
- Who is quoted in the article, and what are they saying about you?
- What images are used to make the story come alive?

STEP 2

Use the cover story you just created to formulate a vision statement for your Legacy project. For example: *"The vision of this Legacy project is to create bullying-free environments in early childhood settings by furthering the understanding that bullying is unacceptable, hurtful, and preventable."*

STEP 3

Identify concrete challenges and goals this legacy project will address and work towards. For example:

1. Establish a fund to make future initiatives around the prevention of bullying in early childhood viable.
2. Build an online knowledge platform for teachers and parents to prevent early childhood bullying.
3. Build a task force that can lead training and support institutions around preventing bullying in early childhood.
3. Etc.

FORMULATING A VISION & IDENTIFYING FOCUS AREAS

1.

NEWS

HEADLINES

What are the headlines and sub-headlines of the story?

FACTS & FIGURES

What are some facts and figures in the story?

IMAGE

What images and illustrations bring the story to life?

QUOTES

Who is quoted in the story, and what are they saying about you? (Politicians, thought-leaders, target groups, etc.)

2. LEGACY VISION

What could be a shared vision for the Legacy project? See if you can capture the vision in an overall statement.

3. LEGACY FOCUS AREAS

What are the challenges? If we successfully deal with them, what will it look like?



FORMULATING A VISION & IDENTIFYING FOCUS AREAS

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QUICK GUIDE

1. Generate as many ideas as possible for activities that makes use of the event and its resources to create value for local or global communities. Work through three sectors or choose the one that seems most relevant to the group.
2. Prioritize and identify the activities that seems most promising to develop further - which activities will have the highest value? What is their feasibility? And most importantly, which ones are you interested in driving forward? Capture the prioritized ideas and their potential impact.

LEGACY ACTIVITIES

Come up with as many ideas as possible for how the event and its resources, can be used to create lasting, positive impact in our local and global communities?

PEOPLE &
SOCIETY

RESEARCH &
EDUCATION

BUSINESS

OTHER



PRIORITIZED ACTIVITIES

What are our prioritized activities - and what is their potential impact beyond delegate numbers and direct expenditure?



BEFORE

ACTIVITY

ACTIVITY

DURING

ACTIVITY

ACTIVITY

AFTER

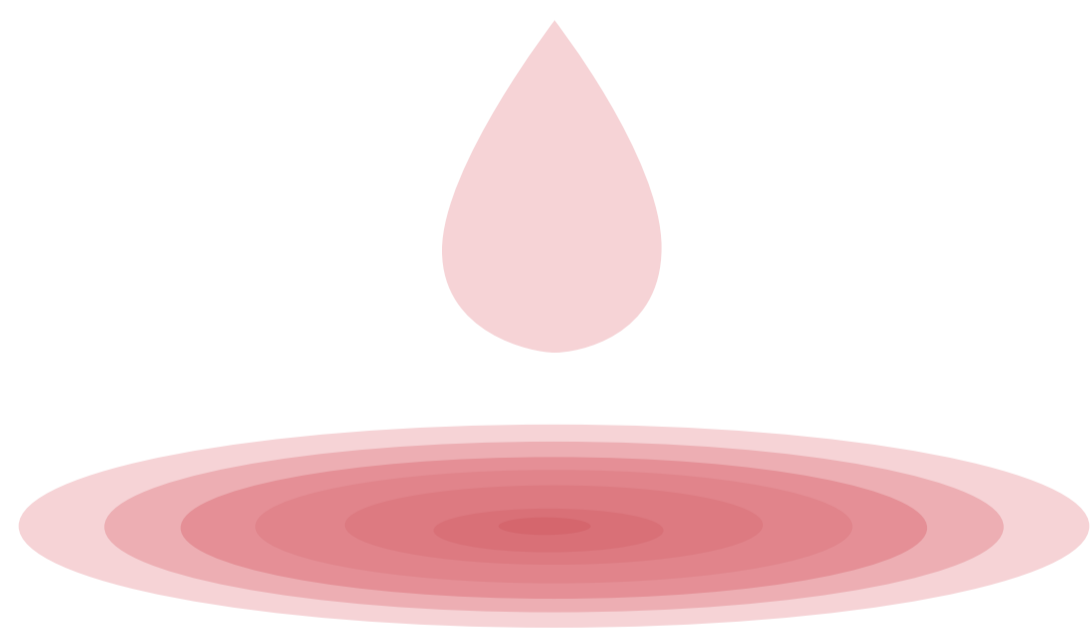
ACTIVITY

ACTIVITY

LONG TAIL

ACTIVITY

ACTIVITY



OUR OUTREACH ACTIVITIES

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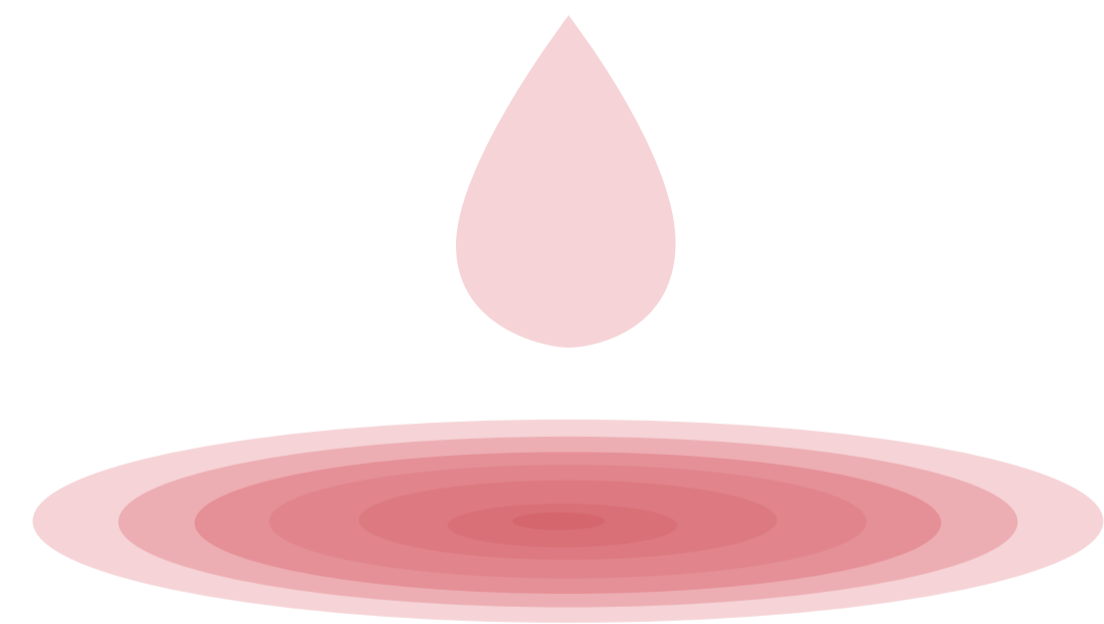
ACTIVITY

ACTIVITY

ACTIVITY



BEFORE
DURING
AFTER
LONG TAIL



OUR LEGACY ACTIVITIES

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HEADLINE:

DESCRIPTION

Describe the overall idea for your impact activity

LEGACY GOAL

What value does the activity create and for whom?

MEASURABILITY

Can you quantify the value or at least suggest an indicator of progress? How many/much?

RESOURCES

What resources are needed to realize the activity? People, money, time etc.

CHAMPION

Who will realize the activity? Who will coordinate it?

CHALLENGES AND SOLUTIONS

What challenges do we foresee and how can we overcome them?

ACTIONS

Draft a simple plan of action, or at least identify next steps.

1

DEADLINE: / /

2

DEADLINE: / /

3

DEADLINE: / /

4

DEADLINE: / /

5

DEADLINE: / /

HEADLINE: "TRAPPED BY ALLERGY"

DESCRIPTION

Describe the overall idea for your impact activity

WE WANT TO INCREASE THE PUBLIC AWARENESS OF THE PROBLEMS RELATED TO ASTHMA AND ALLERGY, BY ENGAGING THE PUBLIC AND MEDIA IN A FUN AND ENGAGING WAY - AND ADDITIONALLY DIRECT ATTENTION TO THE EAACI CONGRESS IN 2023

LEGACY GOAL

What value does the activity create and for whom?

1. MEDIA ATTENTION AND INCREASED AWARENESS FOR EAACI, AND ASTMA-ALLERGI DENMARK.
2. IMPROVED HEALTH FOR VICTIMS SUFFERING

MEASURABILITY

Can you quantify the value or at least suggest an indicator of progress? How many/much?

1. AMOUNT OF PRESS COVERAGE
2. AMOUNT OF NEW MEMBERS TO ASTMA-ALLERGI DENMARK.

RESOURCES

What resources are needed to realize the activity? People, money, time etc.

BUDGET FOR EXECUTING THE ACTIVITY, ASTMA-ALLERGI STAFF, PROJECT MANAGEMENT FOR ENGAGING THE PRESS.

CHAMPION

Who will realize the activity? Who will coordinate it?

X PERSON WILL COMMIT TO LEAD THE PROJECT,
X PERSON WILL COMMIT TO PROVIDE FUNDING
X PERSON WILL COMMIT TO SUP-

CHALLENGES AND SOLUTIONS

What challenges do we foresee and how can we overcome them?

THE THEME OF ASTHMA AND ALLERGY IS NOT A SEXY TOPIC THAT AUTOMATICALLY ENGAGES THE BYPASSING PUBLIC, SO OUR INTERVENTION MUST BE DESIGNED TO STIMULATE CURIOSITY, BE ENTERTAINING AND HAVE A STRONG VISUAL IMPACT.

ACTIONS

Draft a simple plan of action, or at least identify next steps.

1

SETUP MEETING WITH STAKEHOLDERS FROM AA DENMARK AND EAACI TO PLAN NEXT STEPS.

DEADLINE: 01 / 02 / 23

2

INQUIRE AA MARKETING DEPT. FOR BUDGET AND STAFF TO EXECUTE ACTIVITY.

DEADLINE: 01 / 03 / 23

3

WRITE PRESS RELEASE AND REACH OUT TO PRESS CONTACTS.

DEADLINE: 01 / 04 / 23

4

ENGAGE AA MEMBERS ONLINE AND VIE NEWSLETTERS

DEADLINE: 01 / 05 / 23

5

ENGAGE OUR PRA-GENCY IN CREATING CONTENT FROM THE ACTIVITY AND THE CONGRESS TO USE AS PROMOTIONAL CONTENT

DEADLINE: 01 / 06 / 23