



FCI Youth

The FCI Initiative for Young Dog Lovers Worldwide

BASIC RECOMENDATIONS

ORGANIZING YOUTH ACTIVITIES FOR CYNOLOGICAL VENUES

PART ONE



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1 PREFACE

These recommendations have been prepared by the FCI Youth Group to help all FCI national organizations, as well as other associations, in the planning and developing activities for children and youngsters, taking place during dog shows, public events and a wide variety of canine related venues.

These recommendations are not an all-inclusive document; however they aim to provide the necessary ideas and references to all of the official FCI member countries and other organisations, who are entitled to plan, lead and hold informative canine related activities, directed to all dog-loving youth.

2 OBJECTIVES:

Basic events for children and youngsters taking place in large-scale canine venues are aimed at:

- creating interest and entertainment during children's visit to dog shows;
- providing visitors with educational activities aimed at enhancing responsible ownership, awareness of the principles of safe contact with a dog, animal welfare, nationally and internationally recognised dog breeds, canine sporting modalities, among other themes of specific choice;
- introducing dog related careers for young people and directing them towards further education in the field of their interest to become professionals;
- promoting and encouraging knowledge, experience exchange, as well as cooperation among the youth;
- bringing together young people who share a common interest in canine related activities.

3 PRE - PLANNING ACTIVITIES:

3.1 Formation of an organising team

The role of an organising team is to take responsibility for setting up the event. The team can be made up of volunteers, as well as office staff. A chairperson is required to manage, define tasks and report on progress. The size of the organising team will depend on the scope of activities planned, but as a general rule, there should be an adequate number of human resources available, so that work and responsibilities are shared, and whole event proceeds in a structured way.

3.2 Programme development

Developing a programme is an early task that has to be undertaken by the organising team.

To do this:

- decide on the scope of activities. These may range from

simple drawings and crafts to educational programmes, competitions, quizzes, among other possible actions;

- select themes, topics and number of activities;
- appoint people in charge of every task, according to specific requirements for activities to take place;
- determine the format of activities (e. g., interactive/lecture-style, or if they are in the layout of a competition, through a group or individual);
- evaluate age range of kids/youngsters who usually attend the shows in your country to determine which activities would fit best;
- if there are any simultaneous activities taking place, appoint an adequate number of people to coordinate them;
- find possible joints with active people in the sport (handlers, breeders, etc.) to get more potential;
- make the final programme with exact logistical figures, specific requirements and timing for every activity.
- if there are any simultaneous activities taking place, appoint an adequate number of people to coordinate them;
- find possible joints with active people in the sport (handlers, breeders, etc.) to get more potential;
- make the final programme with exact logistical figures, specific requirements and timing for every activity.

3.3 Types of activities

3.3.1 Drawings and crafts



These are basic activities that are simple to organise and relatively low-budget to carry out. In general, most children enjoy drawing and creating, and are willing to get involved in this type of exercise. Since there are likely to be children of different ages at the stand, projecting this type of crafts activities with dog-related themes, aimed at different age groups, is an additional value.

Decide what can be done with the drawings and crafts that children will create: will the visitors take them when they leave, or will there be an exhibition area on the spot.

In the latter case, please take note on the space requirements for exhibition placement and necessary equipment.



If you would like to receive ready to use samples for this type activities, please contact the FCI Youth directly via e-mail: fciyouthgroup@gmail.com

3.3.2 Educational programmes

It is important to plan in advance topics that are most relevant in your country, as they may vary a lot depending on the national context. Some common topics are “Safe contact with a dog”, “Animal welfare”, “Dog body language”, “Sporting modalities”, among others. Decide on the age group and prepare material with regard to this. It is possible to hold several sessions on the same topic with different age groups but in that circumstance the programme must differ in its form and content depending on age level.

Youngsters with cynological competence can be acquainted with dog related careers and directed to certified institutions to continue their education to become a dog world professionals.



3.3.3 Merchandise

It is advisable to think of small items to give out for children. These can be badges, caps, reflectors, pens, notebooks, etc., featuring the organisation and/or the sponsor's logo. As an option, a form of certificate can be issued for children confirming their participation in this type of activities. These documents can also include educational content, as to remind participants what they have learned.



3.3.4 Competitions and Quizzes

These activities are usually fun for children and there is a great variety of formats to decide on, such as: answering questions, making guesses, sport with a dog, among others. Consider well what format suits best for the local context, as well as the selection of the winners and the awards presented.

3.4 Site and Location

The area of the stand depends on the anticipated number of visitors and the scope of activities planned. It may vary from 10 m² to 60 m² and more or can be any available size. If you are not sure that you will have a lot of visitors, it is better to start with a smaller area as big empty space does not look appealing and inviting.

If you plan multiple activities that will take place simultaneously, e.g. crafts and drawings, education, games and quizzes, photo studio, etc., it is recommended to divide the stand into implicitly separated activity areas or get different locations to cover more space at the show. This way the visitors will not disturb each other and new-coming people can clearly see and choose the activities they want to join.

It is important to locate the stand in an easily accessible place that is noticeable from different parts of the building and where the main flow of the event visitors pass by.



The stand has to look inviting and attractive for children. It has to be bright, colourful and lively depending on the activities and the target age group. It is advisable to decorate the stand with children's drawings, crafts, pictures, awareness and educational posters, among numerous other possibilities that are appealing for the younger public.

3.6 Equipment



For activities to take place, it is essential to decide in advance what kind of equipment will be needed. This will depend on the type of activities you are going to organise. If there will be educational activities taking place, competitions or quizzes, a computer may be required: a PowerPoint projector, screen, microphone, and other equipment, that will basically include furniture (tables and chairs), coloured and white paper, pens, pencils, whiteboard/blackboard, scissors, glue, among several other required items.



3.7 Budget

Drawing up a budget will allow the organising team to identify what expenses are likely to occur and where money is expected to come from. The budget has to include such expenses as human resources (if activities are organised not on volunteering basis), equipment and venue rent, small merchandise and prizes for participants in the case of competitions being held, as well as all other resources needed for the activities to occur.

In order to take off financial burden from the national organisation, it is advisable to look for sponsorship. National organisations may have general procedures on seeking and managing sponsorship and the organising team should follow these guidelines. Depending on the terms and conditions of the agreement, the sponsor may cover costs for equipment rental, supply contributing material such as stationary or some form of merchandise for hand out, informational brochures, provide the prizes for competition winners, among other forms of support.

Sponsorship could be promoted through an announcement at general events, by including their logo on promotional material or by putting their posters or roll-ups on the stand. In case of an outdoor event, the sponsor may want to provide the tent where activities will take place, which will make the sponsor visible.

3.8 Attracting visitors to the stand

Even the best planned activities will not experience success without the participants being there. Therefore, it is very important to decide in advance how the event will be advertised and where the visitors will come from. A good thing is to make prior contacts with the schools or other educational institutions and to make concrete arrangements with those interested. Then you will have a constant flow of visitors coming at an agreed time, which facilitates the management of the stand and keeps it busy at different times of the day. Make a programme of the day with exact time of every activity taking place available at different places on the event venue.

Other ways of attracting youths include announcement of the presence of the youth stand at the show or event ads (Banner, web page, magazines (if any), etc.)

or direct invitation by one or more volunteers at the show site, giving out flyers at the entry, etc.

3.9 Organisation of a promotion campaign

The success of the event will largely depend on a successful advertising campaign aimed at target groups. Promotion may require the following to be done:

- develop graphic content and apply to posters, flyers, booklets, promotion material;
- design, print and distribute programmes of the events taking place;
- advertise the event on the organisation's website and social media;
- distribute posters in kindergartens, schools or other organisations concerned;
- promote events on allied or partner organisations (e.g., national clubs) websites;
- establish a contact database and send direct e-mails to potential participants;
- agree on an interview or press release on local media.

4 ACTIVITIES ON-THE-DAY

Clearly define who will have overall responsibility for making decisions and changing arrangements on the day. It will be important to share responsibilities and organise the organising group well to ensure the success of the event. The team should be thoroughly briefed on the programme contents, the venue infrastructures and available facilities. All team members should be easily identified either by their outfit featuring the logo of the organisation, or by wearing their name badges, so that participants can ask for assistance.



Tasks the group members will have to carry out include:

- Liaising with the facility staff;
- Setting up the stand;
- Setting up and testing equipment;
- Making sure that informational posters and signage are set up;
- Meeting and directing stand visitors;
- Ensuring that every activity takes place on time;
- Taking photos of various activities throughout the day (N.B., observe the legal regulations for taking and publishing pictures of people under 18 in your country);
- Distributing and collecting evaluation forms.

5 POST EVENT ACTIVITIES

5.1 Report on the event

The chairperson of the organising team should write a report after the event, summarising outcomes and identifying lessons learned. This will provide valuable information to assist with organising future events. Report should include the following points:

- an overview of planning and activities organised;
- summary of evaluation forms (a sample of evaluation form is enclosed as Annex 1);
- financial summary;
- comments on venue;
- lessons learned for future planning.

Depending on terms and conditions of the agreement with the sponsor of the event, the report may also be submitted to their organisation.

5.2 Overview of events for the media

Write a report of the event to be published on the organisation and partner organisations website and social media. Contact local press, in addition to other possible sources which may be interested in publishing information regarding events organized.

ANNEX I

STAND EVALUATION FORM

Check one: Show participant _____ Visitor _____ Other _____

How did you find out about the event?

Website ___ Social media ___ Poster/flyer ___ Word of mouth ___

Other _____

Please rate the event in the following areas (1 being poor and 5 being excellent)

Location of the stand 1 2 3 4 5

Arrangement of the stand 1 2 3 4 5

Activities held 1 2 3 4 5

Staff on the stand 1 2 3 4 5

Overall comments about the stand? _____

Please list your ideas/suggestions for the future? _____

Thanks for your feedback!

**Catarina Molinari
Miguel Casellas-Gil
Gerardo Bernard
Birgit Bischoff
Jed Chua**