

International Microorganism Day 2023

Events Planning Pack

To all our IMD event organizers this document is your TO GO space! We know that not everyone has event planning experience so this pack will make things a bit easier. As always feel free to get in touch with us at intmicroday@outlook.com for any questions.

Happy event planning!



Aims

The aims of the IMD2023 local events are:

- To celebrate International Microorganism Day across the world
- To engage students and the public to share the joy of microbes
- To provide an opportunity to build the reach of IMD and increase the number of people involved in the initiative

First things first, your event checklist!

- Gather your team
- Select date
- Design your program (always have your audience in mind!)
- Create a budget
- Book venue (and possibly catering)
- Advertise your event (IMD website, IMD social media, and your own!)
- Open participant registration
- Make the IMD brand shine! (Orange is our IMD color so think how you can bring that to your event, AND where can you feature the IMD logo and mascots)
- Consider on-site preparations

Planning your event

Gather your team

Planning events is more fun together! We encourage you to find like-minded peers, colleagues, or friends that help you with creating your national IMD event. Together with others, you will be able to deliver a higher quality event and have more fun doing it.

Select date

IMD is officially celebrated on the 17th of September, but we know this year this falls on a Sunday. Thus, we are extending the celebrations throughout the week before and after which means that you can plan your event on a weekday too!

Keep your country's local customs in mind and try to be mindful of limiting factors when choosing a date for your event (e.g., a school holiday might be a good day to have an event on, but a normal Monday might not get a lot of visitors).

Design your program

Think about who you want to reach with your event and what you can/want to showcase on the day itself. Which resources do you have? Is it just you or do you have

colleagues that are able to help? Does your institute provide you with a small budget for the day or do you have to get creative with sourcing materials? Are you aiming to educate children, teenagers, or grown-ups? What do they know about International Microorganism Day already?

Interactive ideas for the day

It's always a good idea to keep your content engaging and as interactive as possible. If you want to invite school children, maybe you can make sourdough bread together? Or a Winogradsky column? We have created [4 Education Resources](#) aka. 4 amazing microbiological practical activities which you might want to replicate or get inspiration from for your event. But also feel free to experiment with some of your own interactive ideas!

- [Making Sourdough](#)
- [Making Yoghurt](#)
- [Building Winogradsky columns](#)
- [Making Agar Plates](#)



These experiments can be extremely helpful for kids (and adults) to gain deeper insight and a better understanding of the concepts of Microorganisms.

These education resources have been made in close cooperation with microbiology teachers and talented illustrators. Each pack comes with a beautifully produced infographic explaining the activities and separate teaching notes and student instructions to provide all the information you need with your class of budding microbiologists.

Resources and budgeting

As mentioned before, you need to be aware of the resources that are available to you. If you are planning a bigger event that involves lots of materials, maybe room rent, and other things, you probably want to find a sponsor or donor that will support you with the costs of it all. Unfortunately, IMD cannot provide financial support for events thus it is key to start looking for funding possibilities early on. If you organize a

smaller event, you might not need a sponsor but still should keep an eye on the costs you are incurring for yourself and your team.

In any case, a budget will help you gain an overview of what your event will look like and what it will cost. When it comes down to it, a budget is simply a list of all the things you need to organize your event and its cost. Keep in mind that this can also be positive, like an entrance fee or a payment from a sponsor.

When creating an event budget, start with all the things you already know you will need, e.g., room rent, t-shirts, pencils, refreshments, etc. If you don't know how much these things cost yet, you can estimate a rough number for now. Don't forget to add positive positions as well (e.g., entrance fees, sponsorship, grants, support from the university, etc.).

Once you are sure that you have listed all the components of your event, it is time to gather the actual numbers. Contact different companies for offers on the things you need and select the most cost-efficient vendors. As you can see, working on your budget already means preparing your event!

Your budget is a work in progress until the event is over and all the actual costs and revenues are on your list.

Book venue (and possibly catering)

Once you have your program, you can find a suitable venue for the activities. Does your university have an event hall that they can rent out for free? Sometimes municipalities are open to support educational scientific activities and offer a room and some marketing resources. Be open when you look for a place and talk to as many people as possible to find the right location.

Depending on your program and if you have decided to provide your participants with refreshments, make sure to book catering. This is also a matter of resources, but if you can afford it, it is always good to request offers from several different companies. You don't necessarily need to select the cheapest but have a look at what fits in your budget and what would be appropriate for the type of event you're planning.

Registration

In order to gauge how many participants to expect, it might be a good idea to have them register for your event. This can be something simple as an email address

where they can sign up, or you could create a short webform where you collect the necessary details (like name, city, country, and email address).

Marketing

One of the most important parts of event organization is marketing. Without marketing, you would have no participants and therefore no event. We are happy to share your event on the official IMD website and social media, but we encourage you to use your own network as well!

When you have your most important event details ready, for example, date, location, and short paragraph description send us an email so we can add it on the IMD website and share it on social media.

When sharing about your event, make use the IMD hashtag (**#InternationalMicroorganismDay**) plus tag our IMD social media account (**@IntMicroDay**)! This way you can connect with the IMD team and other people celebrating! Of course, we will share your posts with our audience across the world!

Some ideas of things you can share on your posts are, save the date, program details, activities, fun facts, and meet the team.

Make your event IMD colored!

To help you to run your IMD Events with the right branding, we have a social media and image pack:

<https://www.internationalmicroorganismsday.org/media-resources>

- IMD orange RGB 239/136/18 or HEX #EF8812
- Font: Sofia Pro
- Four mascots (in media resources)
- Logo for IMD



Other resources

Microbe Art Contest

FEMS supports IMD by running a Microbe Art contest in the month leading up to IMD with winners announced on the day. You may wish to advertise this competition and encourage people in your network and community to submit their creative microbe-themed art!

We will send you instructions for how to apply to **#MicrobeArt2023** in Mid-August.

Women in Microbiology

A key aim of IMD is to help spread awareness about the amazing legacy of women in microbiology. This can help to inspire women and girls from all over the planet to learn about microbes and pursue careers in science and microbiology.

We have created a gallery of 10 amazing Women in Microbiology, complete with written profiles on their lives and achievements. You can download these images in high resolution to print and display them wherever you are to help share the knowledge of these brilliant scientists.

<https://www.internationalmicroorganismday.org/women-in-microbiology-illustrations>

IMD Blog Section

International Microorganism Day is more than a single-day event, it also provides a platform for microbe lovers to share their science.

Our dedicated blog section is open for submissions throughout the year, so whether you want to share your experience with your event ([example here](#)), science, or other work get in touch with our Blog Coordinator, Helene Jensen: helene@sevelsted.dk

To consider on-site

Team and schedule

The #1 piece of advice we can give you is, to be at the venue early! Make sure that your team is prepared and ready for the day. They need to know where they will be and when. Their responsibilities should be on an easily accessible and clear list, so

they don't forget or mix it up with someone else's duties. Also having a notepad and pen always comes in handy.

Photographs

Make sure to give one of your team members the task of photographing and documenting the event. You can hire a professional photographer (if you have the budget), but a short introduction to one of your colleagues might be sufficient and more personal!

Questions?

The IMD team is just a click away, so if you have any questions or need more guidance you can do so by sending us an email at intmicroday@outlook.com.