

A how-to checklist for World Labyrinth Day Planning

1. Decide to hold the event and get really enthusiastic about it .Plan where, when and how and make sure it's right for you eg If 1pm doesn't work for you do it at another time of day. Will you provide a cuppa? Who can help? Then walk a labyrinth imagining your event being the way you want it to be.
2. Let friends and family know..emphasize Walking at 1 as One for World Peace.
3. Post it on Facebook, and email and text anyone who you think will be interested informing them of the event details. Share TLS WLD promo flyer and add your details.
4. Make up a flyer you can give to people - it can be simple, short explanation of WLD and date, time, place and cost. Ask others to help you distribute by placing on workplace noticeboards - teachers, shop owners, people who work in large offices, hospitals etc. Yoga, meditation and Tai Chi groups may be interested.
5. The week before, call your local newspaper and let them know it's on and ask if they will do an interview, article and pic for you. Better before the event. Be prepared to have a clear simple answer to the question "what is a labyrinth?"
6. Call local Community radio and see if they will do an interview or promo for you.
7. Find out if your local newspaper has a community events page and put your info in there.
8. Redo posts and texts as the day approaches...be mindful of the difference between reminding and bothering ! Find good pics and interesting quotes about the labyrinth as you want to educate as you promote. Check out the Pinterest page from the ALN website, and the Resources page.
9. Keep talking about it to anyone who will listen!
10. If you want to do more walks as a follow up to WLD have a flyer prepared with the details of the next walk.
11. Prepare a form where people who come to WLD can give you their email, phone info so you can keep in touch.
12. I run my events "no need to book, just come along". WLD is free. Do what works for you to cover any costs.
13. Take photos on the day for future promos (ask people if they are ok with that)

I think I used the TLS news release for the paper and I use their WLD flyer on facebook as well as pics I have taken at other WLD events.

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