



EVENTS AND AWARENESS

IN COLLABORATION WITH SPECIAL OLYMPICS KENYA

This resource can be used to guide the planning, execution, and follow-up for all Unified Sports trainings and competitions. Review the possible roles, to-do items, and helpful tips in order to ensure a successful event!

Tips for Preparation Before Events

Participant Training Before Competitions Guidelines for Every Stakeholder Divided by Role

- Athletes and Unified Partners: Minimum 8 weeks of training prior to competition
- Volunteers: One-day orientation prior to event
- New Coaches: Must work under a trained coach as an assistant for their first competition
- All Coaches: Complete Coach Education Course on [Learning Management System](#)
- Media: Given press release and opportunity for one-on-one interviews
- Families: Given orientation by family support network coordinator
- Guests: Walked through event logistics and given write-up with additional event info. Personalized invitations also help them feel valued!



Media Tips and Tricks

- Use Facebook Live/Instagram for event streaming
- Send Press Release to media prior to event
- Invite reporters to cover events



Attendee Tracking

- Registration forms sent out prior to event.
- On-site registration during check-in on morning of event (online form or paper).
- Separate registration forms for each attendee type (e.g. coach, family, guest, etc.)
- Following event, forms are recorded and filed at national Special Olympics office.



Promoting Events

- Encourage social media sharing
- Add all major events to government and partner calendars
- Press release sent to media for national events



Volunteer Recruitment

- Save time on screening and background checks by recruiting from institutions like universities

General Event Planning Tips From Special Olympics Kenya

For Unified Sports events, remember the following:

- Easiest to start with recreational model then shift into competitive model of Unified Sports for events
- Coaches and teachers should get official Unified Sports training on [Learning Management System](#)
- Even in non-competition events, Unified Sports should be displayed to increase awareness



Tips for Execution During Events



Potential Youth Leader Roles at Events

- Coordinating event logistics (e.g. registration, ushering guests)
- Officiating matches (if trained)
- Leading Young Athletes Program
- Giving speeches during Opening and Closing Ceremonies
- Assisting in event promotion through social media



Potential Coach and Teacher Roles

- Sport Team Coaches
- Logistics Leads
- Team Escorts/Chaperones
- First Aid (if trained)
- Match Officials (if trained)

Tips for Follow-Up After Events



Volunteer Retention

- During Event: Introduce volunteers to club and school members who can help them stay involved and thank volunteers throughout!

- After Event: Send volunteers continued communication to promote future activities, events, and opportunities

