

creating energy for your events

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Events are about creating opportunities for people to become engaged and connected; there are many ways to do that. At Ministry of Culture, we categorize these methods into 3 main groups:

THEMES

Themes create a framework for storylines and backdrops to be formed about your event to entice people and help them to understand the purpose of your gathering. Draw inspirations from history, stories and traditional practices from different cultures that suit your purpose and the design of your programme. Choose those that are easy for people to relate to with imagery, music and activities and create your own modern adaptation.

The rule is to be creative without losing the essence of the meaning.

RITUALS

Rituals are simple acts and practices that bring about a sense of identity and belonging through concerted participation; they create an opportunity in a moment in time for people to feel that they are a part of something larger; for them to feel connected to other fellow people in the same environment; for them to remember the significance of that particular action. Rituals in the programmes create moments to heighten the energy of the community present and seal in a special memory for all who participates.

Examples of some simple rituals that always work include Mass Toasting, Holding of Hands at special moments, Lighting of Candles etc

The rule is to create build-up in your programme to lead to these moments; and feel for the right timing for these rituals to take place.

ROLES

For every event to be considered a success, people must feel a sense of involvement. Roles help people to become responsible for the outcome of the event. Design pockets in your programme where your Management and organizing committee can deliver their messages and present their effort in putting together this event. Create opportunities for them to interact and have fun with other colleagues that they may not usually meet.

The rule is to make their roles evident and easy enough to take on.