



7 June 2020 World Food Safety Day

## World Food Safety Day Virtual Event Guide

The global COVID-19 pandemic has forced us to change our work practices and this includes the way we organize events. We know many of you are looking forward to World Food Safety Day on 7 June this year but are unable to organize physical events. So, we have put together this short guide to organizing virtual events, to help you bring the celebrations online. This guide includes some ideas for types of events and helpful tips to make your event a success. If you need any further advice for the day, please reach out to our WHO and FAO teams.

### Why go virtual?

Virtual events are a great way to share your messages and engage your audience. By bringing people together online, you can showcase your work, promote food safety locally and internationally, and learn from others as they interact with your content and share their stories. Don't let physical distancing stop you from making important connections with your audience this World Food Safety Day!

### What type of event can I hold?

- Online workshops or webinars – make it educational and help your audience to learn all about food safety by participating in your event
- Online panel – get your audience involved in the discussion by holding an online panel with guest experts.
- Interviews – do you know someone has a wealth of knowledge about food safety? Interview them and share it with your online audience.
- Social media – looking for something more informal? Try Facebook, Twitter or Instagram live.
- Creative events - use your preferred social media platform to get creative and engage and interact with your audience. Song, dance, art, trivia – the sky is your limit.

### How can I make my event a success?

1. Know your audience – the type of audience you would like to reach will determine the type of event you hold. For the public social media is perfect, if you want to reach policy makers why not try an online panel or webinar?
2. Make a plan – make a goal for your event and start planning early.
3. Choose a date, time and platform – make sure you consider where your audience are located and check time zones. Where possible, opt for password-protected meetings.
4. Find the right host and guests – to make sure you have a successful event, your host and guests need to be interesting and engaging to keep the attention of your audience.
5. Start promoting – tell your audience the event is coming up and explain how they can tune in.
6. Be inclusive – use clear language, subtitles where possible and make the event visual to make the event more accessible. Keep gender and diversity in mind for your hosts and guests.
7. Be ready for tech troubles – have someone on hand to help you with any issues that arise.



## Keep in touch!

After you have held your World Food Safety Day event, get in touch and let us know how it went. You can send photos to [World-Food-Safety-Day@fao.org](mailto:World-Food-Safety-Day@fao.org) or tag us on social media @WHO @FAO and @FAOWHOCodex, using the hashtag #WorldFoodSafetyDay

## Get involved!

Can't hold a virtual event this year? There are plenty of ways you can still get involved. Post a video or photo showing what you or someone you know is doing to keep food safe, use the hashtag #WorldFoodSafetyDay. Check WHO and FAO's social media channels and like and share our posts. Visit our campaign webpages to find useful materials and information: [www.who.int/world-food-safety-day](http://www.who.int/world-food-safety-day) or [www.fao.org/world-food-safety-day](http://www.fao.org/world-food-safety-day). And finally, tune in to the global virtual event, more details coming soon.

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