



# LITTLE BIG HOUSE HOSTS' GUIDE

Your guide to creating and refining an event that drives community connection.





## OUR MISSION

The Little BIG Foundation (LBF) exists so Australians can live happier, healthier, and kinder lives through feeling connected to their community and neighbours. Community events bring people together, fostering a sense of belonging and unity. They provide an opportunity for individuals to interact, share their experiences, and build relationships. This is our mission and should be the mission of every event at the Little BIG House (LBH).

If this doesn't sound like you, chat to the staff and we can recommend other excellent venues that you might like better.

### THE RECIPE FOR SUCCESS (OUR FOCUS AND YOUR GOALS):

- **Attendance** - a focus on local people. This is why we record the number of people coming to the LBH from the local community and the Flour Mill.
- **Satisfaction** - great experiences and events which are fun and highly valued.
- **Connection** - the volume and quality of interactions between event attendees. Do people make new friends here?
- **Sharing** - participants who attend more than one event are less lonely, therefore the amount of cross promotion of events is a priority.



## HOW WE SUPPORT YOU

You are in complete control of your event, but you are part of a much bigger mission. For this reason, the Foundation provides training, the opportunity for participants to give feedback, and we have some “must do’s” based on what we know works.

Please don’t skip the “must do’s”, they are critical for so many reasons, mostly to help us meet our mission but also for us to meet our reporting requirements, secure ongoing funding and ensure a consistently excellent experience for every single person who attends an event.

### TRAINING

The LBF will provide you with various training opportunities throughout the year. We hope you attend them all. They are specifically designed to make running your event easier, help you be more effective and help drive the mission.

### ANNUAL COMMUNITY SURVEY

Every year we partner with an external research company to conduct a survey on the community. This helps us understand what is working, what event to prioritise and what to change. It is also a requirement to report back to those providing us with funding (to secure it again the following year). We promote the survey in every way we can but the number one way we can get responses is if you send it to your participants. They are the key people we need to hear from, and you are the best person to ask for their input.

### BEST PRACTICES CHECKLIST

At various points throughout the year, we will ask you to critically assess your event and plan to make it bigger and/or better.

There is plenty more happening, and things are often changing. Change is critical to get this right! Keep an eye out for our emails, check the WhatsApp group chatter and prioritise training nights to stay up to date.



# ENSURING YOUR EVENT BUILDS COMMUNITY

## 1. BEFORE YOUR EVENT

### HAVE A CLEAR IDEA FOR YOUR EVENT

#### MUST DO:

- ✔ Complete the best practice document at the end of this document. This is designed to help you think about the unique way in which you will build connection into the experience you create. Share this with the Little BIG team.



#### GOOD TO DO:

- ✔ Attend other Little BIG events, gather ideas, be inspired, and see how other hosts do it.
- ✔ Attend a Little BIG training before starting your event - this will give you ideas and a network of people who can help you.
- ✔ Try to reflect on your best practise document at least quarterly to see where you can improve. Share it with other hosts or volunteers and the Little BIG team.
- ✔ Create a run-sheet. The events which appear seamless have detailed plans behind them. Have a run-sheet for your event.

## PROMOTE, PROMOTE, PROMOTE

### MUST DO:

- ✓ Double-check the details on our website are correct. We do our best but please keep an eye out.
- ✓ Capture a few photos and/or videos to market your event and share these with Little BIG House staff so they can help with your marketing.



### GOOD TO DO:

- ✓ Create a short 3-word name for your event. Make it easy for people to understand and remember your event.
- ✓ Explain your event VERY clearly and simply. Attendees can be nervous to try something new so give them short but clear information about what will happen at the event.
- ✓ Collect email addresses so you can remind people of your event.
- ✓ Use Social Media
  - Create a Facebook Event and make Little BIG a co-host.
  - Post to Facebook and/or Instagram and tag @summerhilllittlebighouse.
- ✓ Display posters and distribute flyers in the local area.
- ✓ List your events on:
  - Summer Hill People Facebook Page (it's very active)
  - The Inner West Council's 'What's On' Website
  - Inner West Mum's website
  - Ella's list
  - Hummanitix / Eventbrite / Trybooking - search engines find these pages
  - My Community Diary
  - Inner West Creative Network etc.
- ✓ Ask us about completing our host Q&A and we can post about you as a community event host.
- ✓ Collaborate with other hosts at Little BIG House events and other local businesses.

## BE A WELL-PREPARED HOST

### MUST DO:

- ✓ Ensure you arrive with enough time to set up.
- ✓ Centre yourself before participants arrive so you are calm and welcoming.
- ✓ Make sure you have your yellow Little BIG bandana so that when you guests arrive, they know who is hosting.

### GOOD TO DO:

- ✓ Provide food and beverages if appropriate for your event and order them in advance.
- ✓ Ask around for extra help. There is always more to do than you realise. You could contact the Little BIG Tribe or bring a friend.

## PREPARE THE VENUE

### MUST DO:

- ✓ Check the venue to make sure it is clean and set up in time for people to arrive.
- ✓ Report broken items or overly dirty conditions to LBF staff immediately so we can identify the source of the problem.
- ✓ Put a chalkboard sign in front of the Little BIG House to notify people of your event. Indicate on the chalkboard or your own sign if there are different events on both floors.
- ✓ Set up a registration area for attendees to check in and collect any materials needed.
- ✓ Make nametags for all attendees.

### GOOD TO DO:

- ✓ Customise the venue setup for your particular event. For example, think about the seating arrangement. Does it help people connect? Can people comfortably sneak out the back if they need to leave early? Can you include a space for neurodivergent participants? We recommend a quiet corner or mentioning to attendees that they are welcome to step outside at any point.



## 2. DURING YOUR EVENT

### TRACK YOUR PARTICIPANTS

#### MUST DO:

- ✓ Ensure attendees check in via our digital sign in when they arrive. This is of the utmost importance for keeping our funding.



#### GOOD TO DO:

- ✓ Feel free to also capture attendees info (via your own digital sign up or our paper sign in sheets) for your own records and for future event promotion.

### WELCOME YOUR ATTENDEES

#### MUST DO:

- ✓ Wear your host name tag. If you forget, grab a plain one from the drawer by the door.
- ✓ Wear the yellow bandana so you can easily be identified as the host.
- ✓ Ensure participants are wearing their name tags. Explain that it helps new people feel welcome if we all wear them, every time.



#### GOOD TO DO:

- ✓ Greet all attendees as soon as they walk in to make everyone feel welcome. Position yourself with eyes on the door so you don't miss anyone.
- ✓ Allocate an attendee greeter if you are not able to greet every participant as they walk in.
- ✓ Facilitate attendee introductions at the start - make it fun!
- ✓ Explain facilities and when best to use them (bathroom, fridge, tea/coffee making facilities) to make people feel comfortable.
- ✓ Explain what will happen at your event - give people permission to talk to one another, indicate when the breaks will be, let people know they are welcome to leave at any time if they are feeling overwhelmed/over stimulated etc.
- ✓ Start with an Acknowledgment of Country.

## CONNECTION BETWEEN ATTENDEES

### MUST DO:

- ✓ Organise activities that encourage people to interact with each other.

### GOOD TO DO:

- ✓ Ask participants to introduce themselves.
- ✓ Invite participants to change seats at various times.
- ✓ Run an ice breaker – get creative! Make it silly (and lead by example)!
  - Check out the ['Mastering Small Talk'](#) blog on our website.

## ENCOURAGE YOUR ATTENDEES TO GO TO OTHER EVENTS

### MUST DO:

- ✓ Suggest other events at the LBH to your attendees/pass out the calendar.

### GOOD TO DO:

- ✓ Communicate with attendees once your event is over (WhatsApp, newsletter, social media, etc).
- ✓ Announce other events at the Little BIG House.
- ✓ Collaborate with the hosts of other events (can someone promote your likeminded event, could you make a guest appearance for a 'taster' of your event?).
- ✓ Ask your participants to invite friends to come along to the next one.

## FEEDBACK

### GOOD TO DO:

- ✓ Ask people to fill out google reviews on the Little BIG House page but mentioning your event. This will raise our search rankings and give people confidence that your event is one of the best on offer here.
- ✓ Ask people for feedback on a regular basis verbally.



### 3. AFTER YOUR EVENT

#### TIDY THE VENUE

##### MUST DO:

- ✓ Leave it better than you found it – maybe this means washing a few dishes or sweeping the floor. The venue is for us all so we all pitch in.
- ✓ Close windows, air conditioning off, lights off, pull the door shut tight.

#### POST-EVENT MARKETING

##### MUST DO:

- ✓ There is nothing we need you to do here, but we have some suggestions below.



##### GOOD TO DO:

- ✓ Send a follow up email to thank participants for attending your event. Put dates for your next event(s) in a follow up email.
- ✓ Tag attendees who follow you on social media -they may repost to their own networks!
- ✓ Share photos from your event in the Tribe WhatsApp Chat. We want to celebrate your successful event with you!



## REMEMBER

Creating genuine and lasting connections between individuals in this community is always our number one priority. We want every person who attends every event to have a consistent and positive experience.

Thank you for choosing our venue. We can't wait to see what you create!

# YOUR BEST PRACTICE CHECKLIST

Does your event create community?

Name:

Date:

Event:

How will you welcome attendees to your event?



How will you help attendees to connect with each other?



How will you encourage participants to attend other Little BIG House events?



How will you market your event?



## THANK YOU

for helping to end loneliness  
and build a happier, healthier and  
kinder community!



LITTLE  
MOMENTS,  
BIG  
SMILES

[littlebigfoundation.org](http://littlebigfoundation.org)