

SFOC

SLOW FOOD ON CAMPUS HOW-TO GUIDE

Checklist:

- Pick a date and reserve a room (4-6 weeks)
- Refreshments (1-3 weeks)
- Reserve A/V equipment (1-2 weeks)
- Send a reminder to your speakers (1 week)
- Enjoy

Organize Lectures, Discussions or Film Series

Shared by Real Food Harvard's 2009-10 leader, Kate Farley

About

A lecture, panel discussion, or film series is a great way to start a dialogue about SFOC.

How-To

1. *What will the topic be?* Be as specific as possible.
2. *Who will the guests be?* Chefs from local restaurants, farmers, professors, the head of campus dining services, film makers or food journalists are all people with something interesting to say. Keep in mind that if funds are low, only invite speakers who live or work nearby, as you may be expected to pay travel expenses.
3. *Who will the audience be?* Undergraduates? A particular department, school, or research center? Will the event be open to the public?
4. *Read through your school's rules on planning events. (4-6+ weeks before the event.)* Sometimes you will need approval for certain activities, and that can take time. Keep in mind that you might need to jump through a few more logistical hoops if you're planning on charging admission or opening the event to the public.
5. *Invite guest speakers. (4-6 weeks.)* Start by sending an e-mail to invite the guests. Include the name of the chapter and provide a brief description of its purpose, a description of the event and a few sample questions. If you're planning on screening a film, get the rights to screen through a distribution company or the film-maker.
6. *Advertise. (1-2 weeks.)* Make posters and place them where people look as they exit a building. Put together a catchy email and send it to relevant listservs. Create a Facebook event and advertise in newsletters or newspapers.
7. *Keep a record of best practices* for putting on events at your school to smooth the way for the chapter's future event planners.

Ideas

Lectures: Big Ag Farmer, Small Scale Farmer, Botanist, Cheese Maker, Butcher

Discussions: Food Security, Food Access, Sourcing, Loss of Biodiversity, Organic vs. Conventional, Food Cultures, A Day in the Life of...

Film Screenings: *Ingredients*, *King Corn*, *Supersize Me*



Slow Food USA®