

3 things every **R U OK? DAY**TM event needs

Your R U OK?Day event is not just any event. It's also an opportunity to convince more people that they can make a real difference by having regular, meaningful conversations with those around them.

Why are conversations important?

Because a sense of connection and belonging boosts our wellbeing and ability to cope with life's ups and downs.

So when you're planning your R U OK?Day event, make sure you:



1. Inspire

Share any of our videos on YouTube (youtube.com/ruokday) or encourage someone to share how they've been supported by a family member, friend or colleague when life was a bit tough.

It's important these testimonials are hopeful and positive, and give people a better insight into how connection and meaningful conversations can make a real difference. We want everyone at your event feeling more inspired to reach out to those around them.



2. Mobilise legit supporters

Invite genuine supporters to endorse and promote the event. Draw on their interest, passion and commitment to attract others to the event.



3. Make time to connect

Make sure people at your event are given lots of opportunities (and lots of encouragement) to talk to one another. They probably won't talk about life's big issues but they might get to know each other a little better, which will help break the ice for future conversations.

GOOD LUCK with the event.