

## Depot-based (family) event

In countries like Germany or France, the structure is perfect to organise depot-based Walk the World events. The employees and their families don't have to travel and you can make a family event out of it.

### Facts & Figures

- ❖ Average number of depots: 40 (including Express, Innight, Post)
- ❖ Organisation: central team and local teams, involvement of central departments (PR, HR, MAK...)
- ❖ WFP, Unilever, SAP...: participation on a local level
- ❖ Structure: local WFP-Ambassadors in every depot

### Timetable

- ❖ Week 23:  
Communication of next years Walk the World date.
- ❖ Week 1:  
Start working on this years Walk the World (before first update from GHO) nad involving external parties.
- ❖ Week 10:  
Start to involve local organisation teams: with first update from GHO



### Communication

- ❖ Central to depot: email & phone
- ❖ Tools: Flyer, Poster, Intranet, Artwork, Guidelines,
- ❖ Correspondence templates
- ❖ Collection of results on the event-day: phone & sms
- ❖ Collection of photos, clippings etc.: email, ftp-server
- ❖ Items (ordered at GPC): Shirts, caps, flags, banner, ballons
- ❖ Local produced items: Certificates

- ❖ famous landmarks
- ❖ celebrities / government
- ❖ Barbecue/Picnic
- ❖ Animation for children
- ❖ combination with other events (eg. Customer Soccer Cup)
- ❖ Start-ceremony (ballons, speech etc.)
- ❖ Music/band
- ❖ Lottery/tombola
- ❖ Jumble sales/selling of other items...
- ❖ sports-tournament
- ❖ location-related activities (eg. Museum = visit of the exhibition)
- ❖ presentations (on TNT/WFP)
- ❖ Nightwalk

### General set-up



<h2 style="text-align: center;">Networking</h2>	<ul style="list-style-type: none"> <li>❖ Sponsors: suppliers, customers</li> <li>❖ Press/media: invitation/press release, satellite-feed-material</li> <li>❖ Voluntary helpers: colleagues, externals (eg students), friends</li> <li>❖ Government: invitation, official way</li> </ul>
<h2 style="text-align: center;">Open for public</h2> <hr/> <p><b>TNT Express GmbH</b>   Head Office Sales &amp; Marketing</p> <p>Anja Mustermann Eventmanagement, Sponsoring, CSR</p> <p>Haberstraße 2 53842 Troisdorf Germany <a href="http://www.tnt.de">www.tnt.de</a></p> <p>Fon: 0049 (0)2241-497-xxxx Fax: 0049 (0)2241-497-xxxx Mobil: 0049 (0)173-xxxxx E-Mail: <a href="mailto:Anja.Mustermann@tnt.de">Anja.Mustermann@tnt.de</a></p> <p><b>TNT supports WFP to fight hunger - <a href="http://www.movingtheworld.org">www.movingtheworld.org</a></b></p> <p>Sitz der Gesellschaft: 53842 Troisdorf, Amtsgericht Siegburg HRB 6313 Geschäftsführer: Thomas Kraus (Vors.), Jürgen Seifert, Thomas Look</p>	<ul style="list-style-type: none"> <li>❖ Event is open for public?</li> <li>❖ External promotion: Internet, Newsletters, email-signature, email-header</li> <li>❖ Other parties involved: schools/universities/organisations</li> </ul>
<h2 style="text-align: center;">Fundraising</h2>	<ul style="list-style-type: none"> <li>❖ Generation of funds: donation boxes, donation via salary-slip, lottery/tombola, sale of food and drinks</li> <li>❖ With fundraising combined activities: visit the exhibition of the museum</li> <li>❖ Companies donations: prices for the tombola or free services during the event: eg. Catering service company offers free food, Photographer is taking pictures during the day, car rental donates voucher (as a tombola price)</li> </ul>