

## Public TNT Event

In Portugal, TNT organises big public TNT events without WFP's participation. The combination with a sports event is well received and a big success every year.

### Facts & Figures

- ❖ Four locations in Portugal
- ❖ Organisation: central TNT team and local depot teams
- ❖ WFP: not involved, other external parties involved

### Timetable

- ❖ Week 23 (after the Walk):  
Communication of next years date and start of communication with partners, sponsors and other involved companies. Preparations are an ongoing process during the year.




### Communication

- ❖ In the central team: email, meeting & others
- ❖ Communication from central to depot teams: focal points in depots
- ❖ Tools: Flyer, poster, intranet, internet, tv-spots, city-screens on strategic locations with spots, posters in underground, digital screens in underground, posters in the busses, all involved entities spread posters and emails sent by TNT
- ❖ Collection of results: focal point on the day itself, reports from sponsors, depot coordinator for selling activities
- ❖ 3 different options (provided by ICS) for employees and sponsors to upload photos after the event.

### General set-up

- ❖ Combination with a marathon, walk & running competition
- ❖ Past on famous landmarks (media attention, tourists attention)
- ❖ Invitation of government (to reach the government attention for the hunger problem, media attention)
- ❖ Side-activities: childrens animation



<h2>Networking</h2>	<ul style="list-style-type: none"> <li>❖ Sponsors: 3 main sponsors which are strong involved</li> <li>❖ We ask our customers and suppliers to become sponsors</li> <li>❖ Press/media: press-conferences, interviews, invitation, press releases, offer satellite-feed-material</li> <li>❖ Ask colleagues for voluntary help</li> <li>❖ Send official invitations to the government</li> </ul>
<h2>Open for public</h2> 	<ul style="list-style-type: none"> <li>❖ Event is public!</li> <li>❖ External promotion: Press, internet, newsletters, involve partner schools/universities/organisations, shops, sales-team</li> <li>❖ Permission of local mayors</li> <li>❖ Participants can get free to the event-locations by bus and underground on the day itself (logistic supporters)</li> </ul>
<h2>Fundraising</h2>	<ul style="list-style-type: none"> <li>❖ T-shirt &amp; cap-selling in 26 sports shops and 6 bank branches (main sponsors)</li> <li>❖ Other company donations on a small scale</li> </ul>