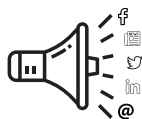


CONFERENCE LEGACY TOOLKIT



PR

Use local PR and digital channels to extend key messages into the community.



Partnership

Work with the Convention Bureau to extend your reach into the community, using their local connections.



Engagement

Involve young people, students and academics to share and engage with the key messages.



Measurement

Record, measure and share the outcomes.



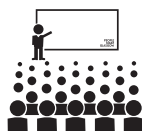
Event

Organise a public engagement event to take the subject matter of the conference outside the walls of the convention centre.



Political Support

Senior Local Government or Ministerial support can help articulate your key messages.



Public Lecture

Share the key findings or public health messages in a non-conference venue, or from the conference venue itself.

**PEOPLE
MAKE
GLASGOW**
HEALTHIER

**GLASGOW
CONVENTION
BUREAU**