



## Report Template for EU Events at EXPO

Event Title :	Save the Children day	Date:	13 October 2013
Event Organiser:	Save the Children		
Event Target Group:	Visitors, Families, media, corporate partners, political stakeholders, Save the Children testimonials.		
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<b>Event Concept</b>			
<p>The 13<sup>th</sup> October was assigned by EXPO to Save the Children Italia as it's national day. For the whole day the EXPO site was coloured in red (Save's brand colour) in honour of STC day and it was dedicated to events celebrating Save the Children's participation in Expo. Priority was given to:</p> <ul style="list-style-type: none"><li>- The sensibilisation of visitors on important issues close to STC's mandate related to the protection of minor's rights.</li><li>- Fundraising for STC projects</li><li>- Brand awareness</li><li>- Collaboration between pavilions (including the EU pavilion). In order to foster collaboration between all EXPO participants, STC involved all stakeholders that were interested in an active contribution (whether with communication, fundraising, participation in events).</li></ul>			
<b>Expected Outcomes</b>			
<ul style="list-style-type: none"><li>- Mass participation in the events of the day.</li><li>- Fundraising</li><li>- Collaboration between pavilions</li></ul>			
<b>Main Conclusions</b>			
<p>The event was a big success thanks to the active involvement of various stakeholders (including the EU pavilion) who took the cause to heart and dedicated time and resources to it.</p>			
<b>What follow-up actions emerged from this event?</b>			
<p>None regarding the EU pavilion.</p>			