

SOUTH ASIAN HERITAGE MONTH

EVENT TOOLKIT

2023!



EVENT TOOLKIT 2023



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01

WHY STORIES TO TELL?



Get ready to be transported to a world of vibrant colours, intricate designs, and rich history!

Once upon a time, two friends sat in a cosy cafe, sipping on chai and chatting away about their love for all things South Asian. As they chatted, they realized that many people in the UK had little understanding of the connections between the UK and South Asia.

They put their heads together, and voila! South Asian Heritage Month was born!



01

CONNECTING TOGETHER



This is no ordinary celebration, my friends.

It's a time when people from all walks of life come together to appreciate the beautiful stories and traditions of those with South Asian heritage.

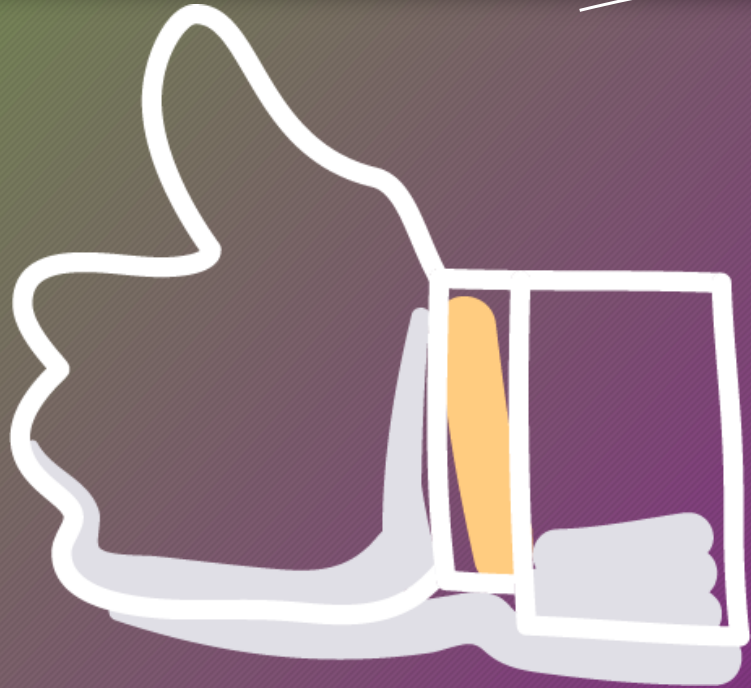
And this year's theme is all about the power of storytelling!

We believe that stories have the ability to connect us, inspire us, and deepen our understanding of the world.



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WHATEVER OPTION YOU LIKE



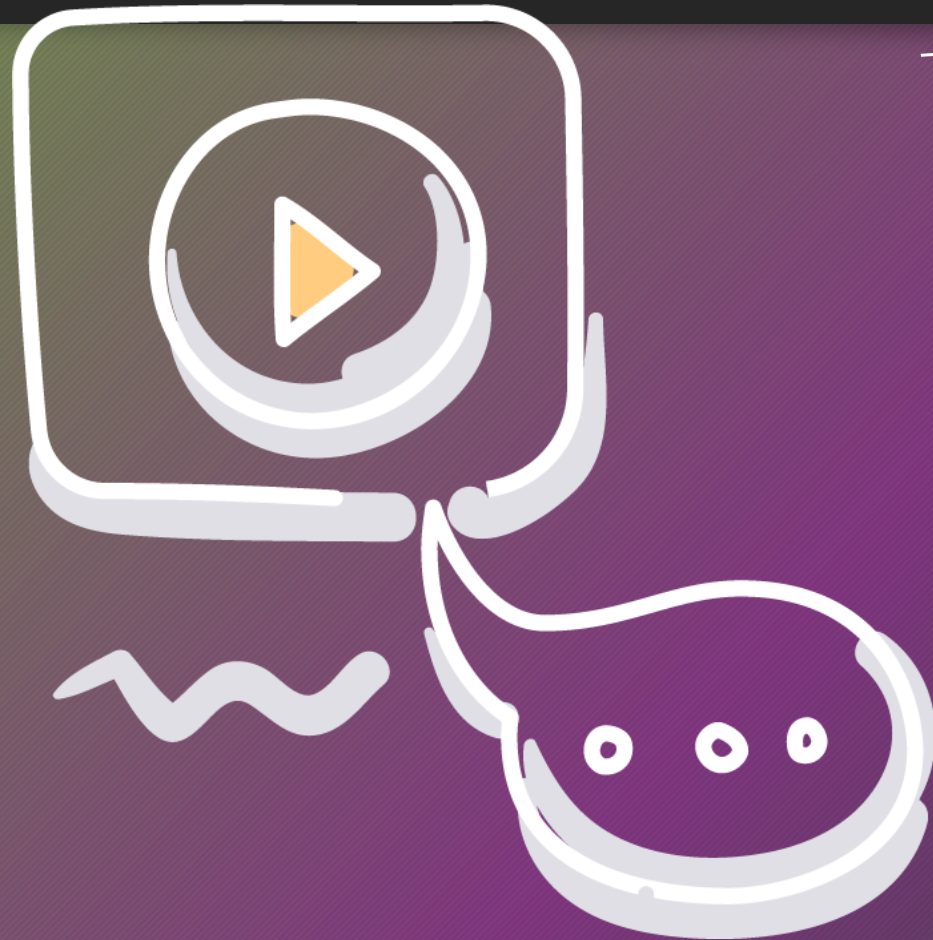
So let's grab some flavourful food, put on some of your favourite South Asian vibes, and celebrate South Asian Heritage Month by sharing our own stories and listening to the stories of others.

Whether it's through art, literature, music, or simply chatting over some delicious chai, let's come together and discover the richness and diversity of our experiences.



01

TELL US ABOUT YOUR EVENT



And hey, if you're planning an event for South Asian Heritage Month, we've got your back!

This toolkit is chock-full of helpful resources and ideas to make your celebration a success.

Let's come together and share our stories - who knows, you might just discover a new favourite tradition!

02

Film Screening

Comedy Night



Fashion Show

Panel Discussion

Open Mic Night

Cooking Class



Quiz Night

Art Exhibition

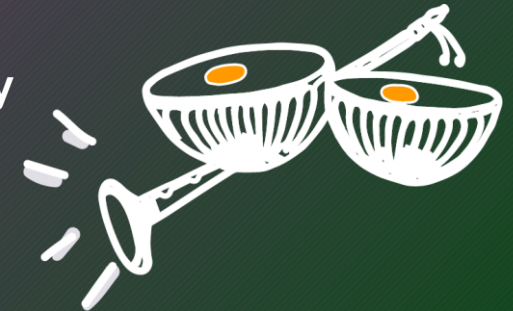
Workshops

Poetry Night



Coffee Gup Shup

Family Fun Day



03

YOUR CHECK LIST



South Asian Heritage Month (SAHM) is a great opportunity to celebrate and showcase the rich cultural heritage of South Asia.

Whether you're planning an offline or online event, here are some steps you can take to create and submit your event in a fun and engaging way...

03

YOUR CHECK LIST



- 1. Choose a theme:** Decide on a theme that aligns with the SAHM's mission and resonates with your target audience. This will help you create a focused and engaging event.
- 2. Plan your event:** Plan your event in detail, including the date, time, location (if applicable), format (online/offline), and the activities you'll be organizing. Make sure you take into account the needs and preferences of your target audience.
- 3. Engage with the community:** Reach out to your local South Asian community in your area and get them involved in your event. You can do this by partnering with local organizations, inviting guest speakers, and promoting your event through social media and other platforms.

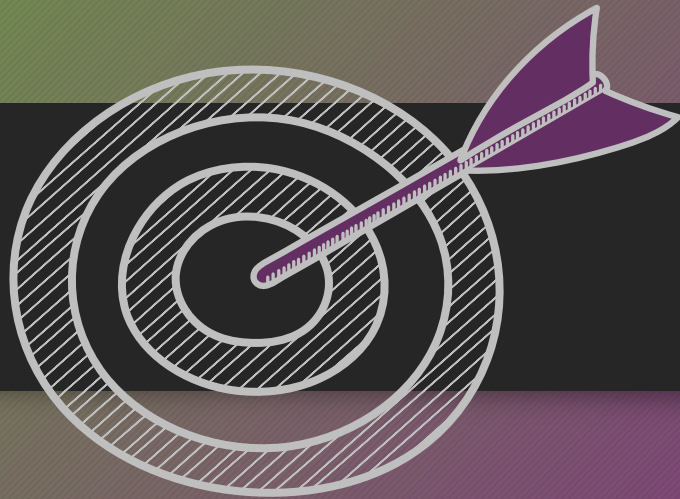
03

YOUR CHECK LIST



- 4. Create buzz:** Create buzz around your event by using creative marketing strategies, such as social media campaigns, influencer partnerships, and targeted advertising. Make sure your messaging is clear, concise, and engaging.
- 5. Submit your event:** Once you've finalized your event, submit it to the SAHM website for listing. Make sure you provide all the necessary details, such as event name, description, date, time, location, registration details and a square image of the event tile.
- 6. Follow up:** Follow up with the SAHM team to ensure that your event has been approved and is listed on their website. You can also ask for their feedback and suggestions on how to make your event even more engaging and impactful.

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YOUR CHECK LIST



7. Execute your event: Finally, execute your event with enthusiasm and energy.

Make sure you create a welcoming and inclusive environment for all attendees, and encourage them to participate and share their experiences on social media.

Use the hashtags:

[#southasianheritagemonth](#)

[#ourstoriesmatter](#)

04

RESOURCES



Remember, the key to creating a fun and engaging SAHM event is to be creative, inclusive, and culturally sensitive.

By following these steps, you can create an event that celebrates the diversity and richness of South Asian culture and inspires others to do the same.

You're not on your own! We've put together some resources so you can brand and make the whole experience **SUPER** South Asian Heritage Month!

JUST CLICK THE ICONS

Clicking on the icons will take you to the download areas on our awesome shared drive full of resources.

SOCIAL MEDIA

Image Template sizes for your social media creatives and posts!

SCHOOL KIT!

For teachers and schools to help learn more about what South Asian Heritage could mean for you!



LOGOS

Get your Logo for Print and for digital here!



#SOUTHASIANHERITAGEMONTH

#OURSTORIESMATTER

Tag us so we can pick up your posts and share!

MERCHANDISE

(coming soon!!!)

Flags, Pins, Bunting, Mugs
T Shirts, Bandanas and more!

EVENTS!

So you have an event you want to share, upload it now to our site and let us know about it!

05

CONTACT US



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