

The CHARM-EU Cafeteria Table

Step-by-Step Checklist for Hosting a CHARM-EU Canteen Event

Preparation Phase

Planning

- Select event dates, times, and inclusive locations that maximize potential attendance.
- Coordinate with canteen staff to reserve a prominent spot and, if applicable, food options.
- Confirm availability of CHARM-EU team members to host the table during each session.

Materials

- Create or gather CHARM-EU promotional materials (e.g., images, maps, figures, roll-ups).
- Develop icebreakers or prompts for informal discussions.
- Organize logistical needs, such as transportation for materials, decorations, and merchandise.

Promotion

- Design and distribute promotional content (posters, emails, social media posts).
- Invite target groups (students, staff, and academics).
- Collaborate with the local communications team for broader outreach.



Coordinate with CHARM-EU partner universities to acquire or exchange merchandise.

Implementation Phase

Event Setup

- Arrive early to set up the table with decorations and promotional materials.
- Ensure the table is welcoming, accessible, and visually engaging.
- Prepare an attendee sign-in sheet and designate someone to take photos.

Event

- Greet visitors warmly and introduce them to CHARM-EU's values and opportunities.
- Facilitate informal conversations in English (or the local language, if needed).
- Use prepared prompts to encourage discussion and answer questions about CHARM-EU.

Wrap-Up

- Thank attendees and collect feedback on their experience.
- Note participation and engagement levels for evaluation.
- Dismantle the table and return materials to storage.



If there are external CHARM-EU guests present at the university, consider inviting them to the table.

Post-Event Phase

Evaluation

- Assess attendance numbers and trace levels of CHARM-EU participation following the event.
- Identify areas for improvement based on team and participant input.

Promotion of Outcomes

- Share event photos and highlights on institutional and CHARM-EU channels.
- Report on the impact of the event, including new participants or interest generated.

Plan for Next Steps

- Use lessons learned to refine future events.
- Update materials and processes to improve engagement and effectiveness.



Word of mouth is a powerful tool. Charm visitors to the table to leave them wanting more.

Key Considerations

Focus on **low-barrier** engagement to make the event accessible to all.
 Make the event **fun** and **visible**: **stand out** by showcasing the uniqueness of **CHARM-EU**.
 Emphasize **targeted advertising** to draw in attendees.
 Maintain a healthy balance between **information-sharing** and casual, **open discussions**.
 Use the **CHARM-EU Networking Guidelines** to build a sustainable community.