

2. Description of the Event

2.1. General Information about the Event

Together with UNICEF Nederland, we will organise a dance event called 'Move for Syria'. At this moment the crisis in the Syrian Arab Republic is well into its third year, and the daily headlines focus on military clashes and political efforts to resolve the crisis, however, the world must not forget the human realities at stake. The risk of losing a generation in Syria grows with every day that the situation deteriorates, while the progress made for Syrian children in previous years is undone. UNICEF and its partners are committed to keeping Syrian children from becoming a 'lost generation'. Critical efforts are being made to minimize the impact of the crisis on children – including in the life-saving areas of health, nutrition, immunization, water and sanitation, as well as in the future of children, through education and child protection. (Unicef 2014)

By supporting UNICEF, we have created this event that will take place Friday the 28th of March at Grand-Café Rootz (which can accommodate around 250 people) in The Hague between 20.00 – 00.00. A minimum of 100 guests is predicted for this event. People will be triggered by the dance performances, Raffle prizes, the location and the goal of the event which is to maximize enough profit for UNICEF to help the children in Syria.

2.2. Target Group

In order to raise a profitable charity event, a specific target market has been chosen. People, aged between 20-45 years old, well-situated, middle-class income, singles or couples which regularly participate in social activities.

This target group is considered to be outgoing and wanting to be part of a community. They want to participate in social activities and are actually willing to pay money for that. During the event, the focus will be lying on physical activities. The day of the event, being a Friday is a day of release for the target group and the opportunity to get away from work and to "blow off steam" after the working week.



2.3. Agenda and Layout

The event will be hosted at Grand-Café Rootz, located in the city centre of The Hague. This Grand-Café is well known by the target group and is easy reachable by bike and public transport (Tram 2, 3, 4, 6 and Bus 25). It is also located next to a city parking (kalvermarkt 32G) that offers 354 parking spots with a rate of 1 Euro per 15 min with a maximum rate of 30 Euros per day. The Rootz provides space for 175 people on the first floor and 100 on the ground floor. The authentic set-up creates a perfect ambience to hold a nice dance event. (The Rootz 2014)

The event will be held on Friday the 28th of March 2014 and will start at 20.00 and end around 22.30.

19.30-20.00	Welcome
20.00-20.10	Opening and speech
20.15-20.25	1 st performance
20.45-20.55	2 nd performance
21.15-21.25	3 rd performance
21.30-21.35	Fund raising update
21.45-22.20	Raffle with prizes and dance performances by the audience
22.20-22.30	Acknowledgements and final performance by team members

During the event and between the performances, music will be played by the DJ and finger food will be provided. There will be the opportunity to network, donate and most importantly, dance!