Events Implementation Protocol
Getting Started...
Set Up the Table

- E-newsletter signup sheet
- YRC Sign up sheet
- Video Flyers
- Sign up sheet that informs them that any picture taken will be shared on Facebook
- A print of Be the Street logo with silhouettes
- A few examples of how the photos will look when edited
Set Up the Backdrop

Find 2 tall posts or other support structures to hang your banner on.
Suspend the banner low to the ground on the supports.
There should be enough room to move around the backdrop. And ideally you can have a clean or even better, white surface on the floor!
Work with the photographer to find the best position to set up to take the pictures.
Invite participants to pose in front of the backdrop for their picture. Encourage them to be expressive and inventive!
The photos should include the whole banner and your participants' whole body – including feet!
Your final photo will show your whole set-up.
Things to avoid in the pictures

- No obscene poses
- No nudity
- No inappropriate gestures
- No gang signs
In the next few slides we will guide you through the process of editing photos and putting them in the template:

• *Due to budget restrictions we would recommend that you edit the photos.*

After that we’ll show you different examples of what to do with photos AFTER events (i.e. publishing on Facebook)
Open your photo in Photoshop
Also open your Be The Street photo template.
Click and hold onto the top layer of your photo image (in the lower right side of your screen) to copy the image over to the other file. Don’t let go yet.
Hold onto the mouse button and drag the layer over the template image and then let go.
Your photo should now appear on top of the image. Next we need to make it go underneath the Be the Street Logo.
Grab onto the layer again and hold on while you drag below the Be The Street Layer beneath it. When the blue line appears underneath, let go of the mouse button.
Your image should now appear underneath the empty window for Be the Street. Use the move tool (the top icon in the bar on the left of your screen to center your image.)
When your image is centered, go to the FILE menu and select SAVE AS (DO NOT SAVE OVER YOUR ORIGINAL TEMPLATE FILE)
Name your photo and choose the JPG format from the drop down menu.
Save as high quality and click OK.
Now you can share your image by uploading or printing it.
A Photo Goes a Long Way...
After interacting with the brand at an event and taking a picture, fan engagement with the brand moves to Facebook. There is a number of different ways fans can connect with the brand. One of the ways is to create an album of photos from an event and share it on Facebook:

**Option #1:** Drop the photos into the template and send them to SGA. SGA will create a Facebook album
Another way to interact with the brand is to have participants take a photo with their phone (or event staff can take a photo of the participants). Encourage them to take a photo as much as possible to generate more fan engagement and get more fan posts on our wall:

**Option #2:** Participants can take a photo with their phone - ask them to post it on Be the Street's wall.
Last but not least – ask them to show us some love! Invite the participants to like their photo on Facebook and share it on their wall: