



## Campaign publicity – demonstration



Your group has been tasked with co-ordinating a public demonstration in support of your pressure group.

### What you need to consider

- Do you need placards or posters? What do they say?
- How do you attract people's attention? Can you do this by street theatre? Dress up with masks and costumes? Do something that simplifies and symbolises the issue you are campaigning on?
- Are you trying to recruit members of the public to join your demonstration, or just to view it?
- What do you want your demonstration to achieve?
- How do people participate in the demonstration?
- If someone makes a speech, who makes it and what do they say?
- Is it clear how members of the public can get involved with your pressure group?
- Have you got badges and other material to sell or give away?