

CELEBRATE THE INTERNATIONAL YEAR OF PULSES 2016 | WWW.IYP2016.org | #LovePulses
OFFICIAL UN SITE | [HTTP://WWW.FAO.ORG/pulses-2016/](http://WWW.FAO.ORG/pulses-2016/)

Pulse Feast January 6, 2016

GUIDELINES

Celebrate on January 6, 2016

How to Plan a Special Event for Pulse Feast

#PulseFeast #LovePulses

Description

January 6, 2016 will be Pulse Feast, a global event to kick start GPC's IYP celebrations. Any event can qualify as pulse feast from a family meal with pulses on the menu to a corporate party to a seminar on pulses. Anybody can participate in any corner of the globe and can share their Pulse Feast with the rest of the world by linking to the GPC IYP Secretariat either by livestreaming their events or recording videos and photos of it. There should be some form of live or recent coverage over 48 hours of January 6 covering the world's time zones.

If you wish to livestream your event, please consult our separate not detailing how to do so through various social media platforms.

Objectives

- Encourage people around the world to eat pulses on January 6
- Create a global movement of endorsement/pledge to eat more pulses through social media
- Raise awareness on the benefits of consuming pulses

Who can organize a Pulse Feast?

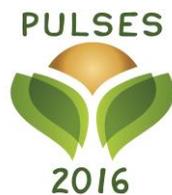
Anybody can host a Pulse Feast. The following target audiences would be best placed to host such an event as they are key actors in promoting pulses and celebrating IYP.

- GPC members organizations
- IYP National Committees members
- IYP Thematic Committee members
- Pulse growers
- Pulse traders
- Pulse manufacturers
- Pulse retailers
- Pulse researchers
- IYP suppliers

What kind of event can Pulse Feast be?

- A family reunion
- Private party with friends





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- Corporate party with employees and partners
- Seminar/Symposium/Event
- New Year's party

Where can a Pulse Feast take place?

A Pulse Feast can take place anywhere but organizers should take in consideration any issues with regards to **location permits**. If you are planning on recording video/images at the location, check that the location allows filming in its Terms and Conditions. Here are a few examples of locations:

- Restaurant
- Company facility
- Company processing facility
- Someone's home
- Event venue
- Public area

What are the requirements to be part of Pulse Feast?

Pulse Feast can take the shape of any event organized by anyone in the world as long as it follows the following five requirements:

- Pulses have to be on the menu (any type of pulse, any type of meal, any type of cuisine, any type of catering)
- Make references to 2016 International Year of Pulses and encourage celebrations
- Be registered on iyp2016.org (Click on Register Your Event on the homepage)
- Share information about the event with the GPC IYP Secretariat: livestream video, recorded film, photos

There is no limitation on number of people (from 2 to 20,000) to be attending your feast.

How can I share my Pulse Feast with the rest of the world?

We want Pulse Feast to be known around the world and for people to see the creativity of Pulse Feast organizers by having access to live updates and recorded images of all the parties taking place around the world. Pulse Feast will build in particular on social media to make sure that all events are shared widely and sometimes live or with little delay.

When designing your event, you should consider the following options:

- **Livestreaming my event:** We will be uploading live updates to iyp2016.org through 4 key social media platforms. Your event videos and photos will be uploaded to a Pulse Feast webpage so consumers can easily follow the excitement! READ THE LIVESTREAMING GUIDELINES FOR FULL INSTRUCTIONS.





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- **Recording parts of my event:** any type of video content (edited and non-edited) showing what your event looks like can be sent to us to be uploaded on social media platforms to be shared with us (Facebook, YouTube, Instagram, iyp2016.org) including:
 - A Vine
 - A Video
- **Capturing images of my event:** any visual material that can be shared in social media will be of great use. Take pictures!
- **Telling about your event:** you can write a blog post before and after the event telling about why you are involved in celebrating pulses in 2016.

It is very important that you take in consideration any Intellectual Property Rights:

Do you have consent? Get consent from anyone being shown on a video before featuring them (including parental consent if showing children)

Have you considered copyrights? Streaming artwork, logos, songs in the background, could be an inadvertent infringement of someone else's intellectual property rights so keep this in mind.

What are the guidelines for promoting my Pulse Feast on Social Media?

Official hashtags: #PulseFeast #LovePulses

UN International Year of Pulses hashtag: #IYP2016

Handle: @LovePulses

Include:

- Visuals (you can find royalty-free pictures on iyp2016.org under Resources section)
- Hundreds of Recipes, including 62 national signature dishes (pulses.org)
- Videos

Examples of tweets:

- "Let's make this year count – Eat pulses on January 6"
- "I'm pledging to eat more pulses in 2016 and hosting a #PulseFeast on January 6"
- "I'm celebrating the #IYP2016 by eating pulses on January 6 for #PulseFeast"
- "I #LovePulses and so do my friends so join us on January 6 and watch our #PulseFeast"

How can I record the best video material?

You do not have to be using professional video recording services to share your video material with us. However, we recommend that you take the following tips in consideration:

- Videos should be focusing on key moment of the event that tells a particular story or gives a particular angle to the content, we can recommend for instance:
 - A chef interview
 - A short speech





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- A menu presentation
- People telling about their favorite pulse or pulse dish
- Videos should be brief and to the point
- Raw material is acceptable and does not have to staged, it's okay to capture the atmosphere of a moment.
- Videos should be recorded in the participants' native languages
- Make sure to feature pulses
 - Show the pulse dishes
 - Talk about them (describe the pulse used, the recipe development, the nutritional benefits)

PLEASE CONSULT OUR SEPARATE INSTRUCTIONS ON SHARING YOUR VIDEO MATERIAL AND LIVESTREAMING.

How can I get help to organize and promote my Pulse Feast?

Coordinating with the GPC IYP secretariat is essential to make sure that we can promote it as part of the official rolling launch for 2016. Make sure you contact us throughout, and don't hesitate to ask our guidance if you have any doubts.

Email us at feel free to send her a note if you have any questions, and don't forget to use the secretariat to promote your IYP activities, including your launch event:

- **STEP 1:** Register your event on iyp2016.org.
- **STEP 2:** Include our websites and social media channels on your event website if you have one: iyp2016.org and pulses.org.
- **STEP 3:** Share your news. Send us your launch related news and hashtags to include in the News pages of iyp2016.org.
- **STEP 4:** Share your event material (video, photos, posts) and we will prepare a Storify and video compilations.

