

EVENT CHECKLIST

Please note: This is not a comprehensive checklist. It's meant as a starting point to get discussion going and to fuel ideas.

- Who are you going to invite?
- Where are you going to host the event? And when?
- Create a list of local partners you might approach to co-host.
- Consider how you will promote the event (i.e. posters, a mass email, at a local chapter event, etc)
- Set timelines/deadlines (i.e. establish the event date and work backwards)
- Create a contact list of your local media (radio/television/print), and devise a plan to attract their attention (i.e. will you send a media release/advisory? will you follow up with a phone call or email?)
- Create sub-committees and delegate responsibility so planning/decision-making doesn't fall to one person (i.e. establish a committee to oversee logistics at the venue, establish another committee to respond to requests from the media, etc)
- Assign tasks to specific individuals (i.e. designate individuals to take care of the registration table, take photos, greet guests, deal with venue staff, etc)
- Anticipate some of the challenges/hurdles you may encounter along the way, and troubleshoot before they happen (i.e. are you planning this when another big event(s) may be happening in your community?)
- Decide how you will evaluate response/reaction to the event.