

STEP-BY-STEP INSTRUCTIONS FOR EVENT PLANNING

STEP 1: Identify Purpose for Gathering

Consult with your members and leaders to answer questions like...

- What problem am I trying to solve? Or What issue am I trying to bring awareness to?
- Who am I trying to reach and what will be the outcome? - Am I gathering community leaders, stakeholders, the general public, policy leaders, etc.? Do I/we want to simply build relationships, bring awareness about a specific piece of legislation, provide general information on an issue, etc.?

STEP 2: Identify Resources Needed to Achieve Desired Outcome

Ask questions like...

- Who needs to be involved?
 - Who needs to be on the planning committee? Who knows how to have the best reach based on the audience and the desired outcome?
 - Will I need speakers? Who is well-versed in this area?
- When and where will this event take place?
 - In-person or virtual?
 - How long will it last? Does there need to be a mid-session break?
 - When are speakers and committees all available? Is this time also the best time to reach our audience?
- How much will this event cost?
 - Will food/drinks be provided?
 - Will you need to rent a space to host this event?
 - Will speakers be compensated?
 - Is there adequate seating?
 - Will technical equipment be used for speaking and/or recording (microphones, speakers, cameras, etc.)
 - Budget for promotional materials?

STEP 3: Planning for the Event

Answer questions like...

- How will this event be promoted?
 - Social Media
 - Does the media match organizational guidelines as well as those of participating organizations?
 - Does the media engage the target audience?
 - Flyers
 - Email communications to members/potential audience
 - Mailed invitations
 - Is there another organization that reaches your target audience that would assist you in reaching that audience? Should they be a key actor in the event/

- How will you schedule promotions? How often will you send communication to constituents reminding them of the event?
- Will the event be recorded?
- How will you keep track of registrations?
 - Website form?
 - Mail in RVSPs?
- How will the event be structured?
 - ****Sample event structure below.**
- Presenters and speakers
 - Reach out to potential speakers and key-acting organizations.

STEP 4: Preparing for the Event

- Send out invitations
- Meet with presenters/team frequently (at least once per week) before the event. Write a script if necessary
- Secure necessary resources as identified in previous step
 - Food/drinks, event space, technical equipment, promotional materials, etc.

STEP 5: Execution

The hard part is complete...now you must

- Relax!
- Follow event structure
- Be ready to adapt to any issues that may arise (technological, etc.)
- Thank participants and speakers for engagement

STEP 6: Follow Up

Identify how you will follow up. (This should be done shortly after event to maintain momentum)

- Survey?
- Thank you notes?
- Email communication
- Is there an event recording?
- Any lingering questions from participants?
- How can participants stay connected with your organization and similar events?

Sample Event Structure (12-1 PM Event Time)

Section	Activity	Time	Description
Preparation			
	Team/ Committee	11:00	Set up space

	Arrives		(Arrange Seating, Layout Food, Set up Equipment)
	Speakers Arrive	11:45	Run through the show quickly. Set up microphones if necessary.
Opening	Engage Audience	12:00	Welcome participants. Offer icebreakers.
	Introductions		Introduce event host and host organization. State goal of meeting. State run-of-show. Introduce speakers
Presentation		12:10	Questions/Topics for Speakers and Presenters A) ... B) ... C) ...
Q&A		12:40	Moderator or audience-led
Closing		12:55	Thank presenters Thank participants Restate organization and how participants can stay connected - state follow-up method.
		1:00	Dismiss