

Public Event Checklist & Timeline

8 weeks prior to event(s) (at least) - Planning Meeting

- You have found at least four others to help
- Review *Bottoms Up* web pages — establish open dates for event(s) in your area
- Draft Purpose and Agenda of event(s)
- Decide type of event(s):**
 - Speaker's Forum or Panel Presentation
 - Discussion Group
 - Media Appearance
 - Private Meeting
- Delegate tasks amongst core group:**
 - Event(s) Coordinator — (Facilitate meetings, research event venues, collect and organize information, responsibility for finances):
NAME: _____
 - Media Liaison(s) — (Research media, build relationships; press advisories and releases):
NAME: _____
 - Permits and Legal — (Research local rules & requirements, acquire permits, venue reservation, law enforcement liaison, handle fees if needed):
NAME: _____
 - Graphics and Publicity — (Lay up & distribute posters, flyers, handouts, business cards; design display):
NAME: _____
 - Issue Liaison(s) — (Build local contact list, research local experts, speakers, groups, look for local 'hook'):
NAME: _____

6 weeks prior to event(s) - 2nd Meeting

- Finalize Purpose and Agenda
- Finalize and schedule event(s) location — set date and time (pay fees if necessary)
- Schedule speakers, local experts or groups
- Organize media resources, plan publicity (flyers, public service announcements for radio/TV, news release for other media, church calendar of events) — details to schedule@november.org
- Order supplies from TNC home office if needed — Reserve any special equipment (video presentation equipment, television, sound equipment) if needed

4 weeks prior to event(s) - 3rd Meeting

- Finalize speaker list
- Finalize publicity literature (posters, flyers, handouts) and display design
- Submit public service announcements with event information to local media (E-mail to media websites, civic groups)
- Use phone tree, send mail and e-mail reminder information to interested leads

2 weeks prior to event(s) - 4th Meeting

- Distribute flyers and posters in community (ask permission if necessary)
- Finalize News Release
- Prepare 'thank you for attending — summary of mission — will be in touch with dates' mailing
- Download printed material from TNC website (factsheets, petitions, event sign-up sheets, questionnaires, donation jar graphics)
- Set-up 'trial-run' information/display table

2 days prior to event(s)

- Distribute News Releases, confirm event details (venue, time and date, speakers, equipment)

1 day prior to event(s)

- Call key media in follow-up to press releases faxed & emailed

Event(s) day

- Volunteers arrive at least 1/2 hour early to set-up information/display table and special equipment (if used), greet people as they arrive, hand out literature, collect names on sign-up sheets
- Designated speakers should arrive at least 1/2 hour prior to event, know the agenda and allotted speaking times
- Allow time for questions and answers after speakers
- Post volunteer(s) at table during and after event to answer any other questions
- Return meeting room to original condition

After event(s)

- Create e-mail and postal contact list from attendance sheets
- Send 'thank you for attending — will be in touch with next event info to attendees from sign-up sheet
- Make copies of completed attendance sheets & questionnaires - send to TNC to add to their database
- Collect event facility deposit (if necessary)

Items to bring to event

- Table & covering (if not provided)
- Banner & prepared display
- Donation jar
- Razor Wire newspapers
- Business cards & name tags
- Meeting attendance sheets, petitions, fact sheets and questionnaires (plenty of extra copies)
- Clipboard, pens, tacks, tape, safety pins, notebook(s)