

Event/Initiative Planner

Event:

Date of Event:

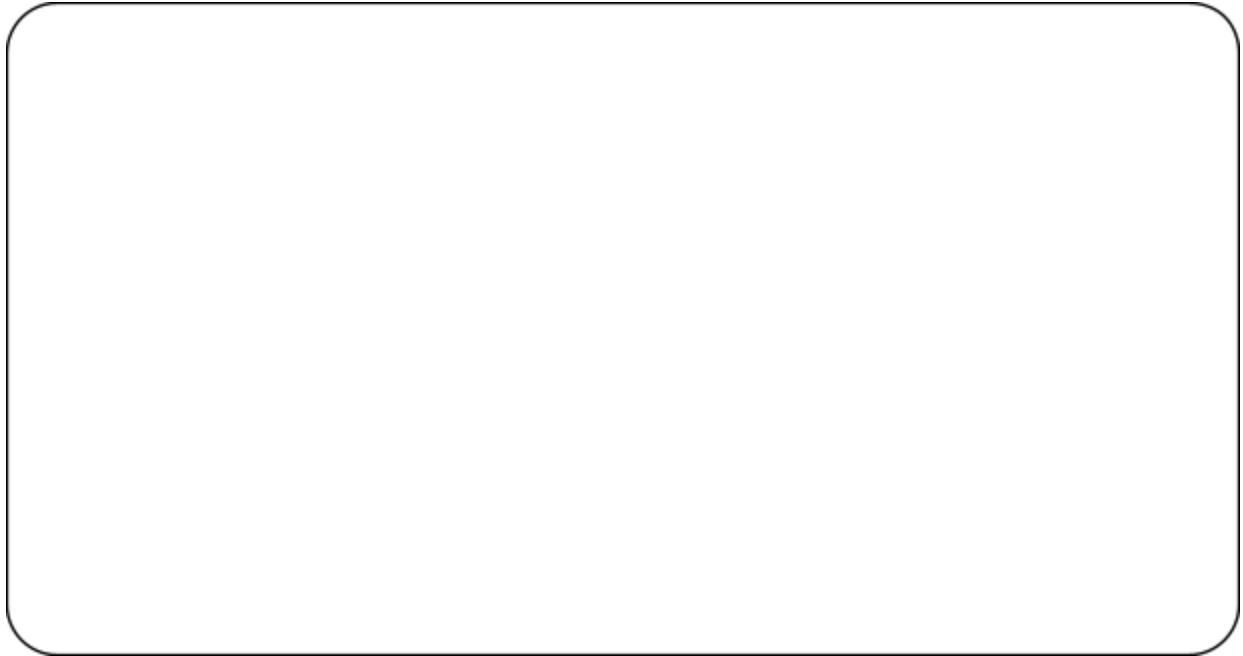
Location of Event/Initiative:

Time of Event:

Estimated # of Volunteers Needed:

Budget:

Activities/Vendors



Decorations/Supplies



Covid Precautions

Event Attendance Cap?

Indoors or Outdoors?

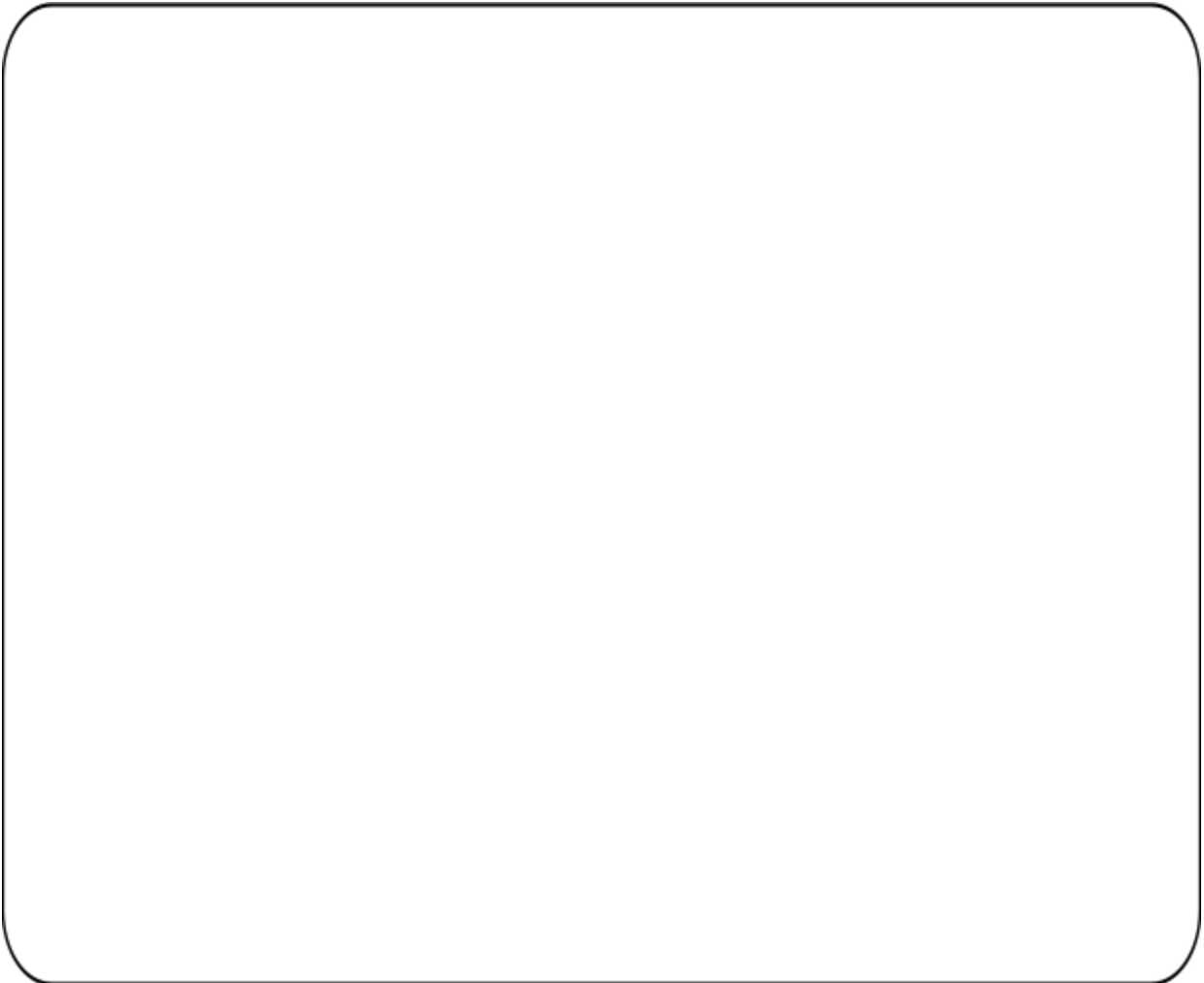
Masks Required?

Can you keep a CDC-recommended distance of 6 feet?

Pre-Registration Required?

Is there a virtual element for families to participate if they don't feel comfortable attending in-person?

Explain the nature of your event and how you will keep it Covid-sensitive:



Timing and Checklist

2 Months Ahead of time

- **Recruit a committee.** This includes selecting a chair and establishing sub-committee chairs, if needed
- **Get cost estimates.** Some costs you might need to consider are:
 - Food and beverages: Pizza from Marco's \$4/Pizza, water
 - Equipment
 - Crafts
 - Gifts
 - Decorations
 - Supplies
- **Create a budget.** Based on the costs above, you'll be able to determine how much your event will cost — and if you'll need to reduce any of them!
- **Financial/Administration:**
 - If this is a paid event: determine registration fees and set up and enable online registration
- **Venue and logistics planning:**
 - Determine and arrange all details re: A/V equipment, registration set-up, parking, signage, etc.
- **Follow publicity plan:**
 - Develop publicity pieces -- e.g., newsletter articles, flyer, tickets
 - Create event page on your website
 - Create a Facebook event page
 - Develop a promo video or pictures and post on Instagram, website, and FB Page
 - Create some buzz on your blog or member forums

2-3 Weeks Prior To Event

- **Release early-bird tickets.**
- **Send out Sign-up-Genius for volunteer stations**
- **Send reminders to your contact list regarding registration and volunteering.**

1 Week Prior to the Event

- **Close early-bird tickets.**
- **Have all committee chairs meet and confirm all details against Master Plan.** You should also ensure back-up plans are developed for any situation (e.g., back-up volunteers as VIP greeters, additional volunteers for registration or set-up, etc).
- **Brief any/all hosts, greeters, volunteers about their duties and timelines.**
- **Do a final registration check:** Depending on when your registration closes, this may not be possible until a few days in advance, but try to finish it as early as possible.
- **Confirm details with media attendees.** Red House District Liaison: Alyssa Groh

1 Day Before the Event

- **Ensure all signage is in place** — both around the venue and any other areas in which it's needed.
- **Ensure registration and media tables are prepared** and stocked with necessary items (such as blank name badges, paper, pens, tape, stapler, etc.)

- Ensure there are enough outlets. If not, consider bringing power bars for attendees and your team.
- **Ensure all promo items, gifts, crafts etc. are on-site.**
- **Ensure all A/V equipment is set up and working properly.**

Event Day

- **Check in with each Committee Chair** to ensure their team is on track.
 - Also check in with catering and any sponsor teams that are attending.
- **Assist sponsors, speakers, and other teams as needed.**
- **Greet new attendees.**

Immediately Following Event: Post-Event Follow-Up

- **Check in with venue.** Ensure nothing important was left behind.
- **Financial status:**
 - Gather all receipts and documentation, final registration data, etc. and
 - Update budget
- **Post-event publicity:**
 - Send out an email to your subscriber base with highlights from the event
 - Make a publicity reel video to share how it went (and as a bonus, you can use it as publicity next year!)
 - Share highlights on social media
 - Update website page to reflect that it's a past event.
- **Conduct a team debrief to learn their thoughts.**
- **Conduct a thorough evaluation of the event.** What went well and what could you do better next time?