**Want to organize your own kick-off event?**

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| 4 Weeks Before Event: | Completed? |
| Select Location   * Factors to consider:   + Whether event will be live-streamed or if it needs technical support (A/V system, wired internet)   + Room set up? Fixed or moveable chairs?   + Easy access for the media or public? Parking logistics? |  |
| Secure date and time   * Include two hours before the start time to set up room |  |
| Determine office contacts and venue contacts |  |
| Build an audience:   * Identify key partners/stakeholders * Use website, social media and email list |  |
| Promote the event (once details are final)   * Send information through website, social media and email list * Local/state contacts * Public * Community-based organizations |  |

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| 3 Weeks Before Event: | Completed? |
| Design/send e-blast to email list/public notifying them of the event |  |
| Have staff do a site visit and take pictures of room for set up |  |
| Determine length of event |  |
| Confirm speakers and speaking order |  |
| Determine design or graphics needs   * Physical vs. virtual/electronic |  |
| Will it be livestreamed?   * Determine who on the team will livestream and what It needs are required |  |

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| 2 Weeks Before Event: | Completed? |
| Coordinate room access for set up 2 hours prior to start of event |  |
| Reserve parking spots for key presenters (if possible) |  |
| Determine safety concerns   * Do you need security? If it will be a contentious event, inform local public safety officials. |  |

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| 1 Week/Week of Event | Completed? |
| Send reminder email blast |  |
| Finalize agenda (can be draft form) |  |
| Design materials to consider:   * Create table tags for all presenters/public officials/staff |  |
| Plan media outreach:   * Media advisory * Pitch calls to reporters * Press release drafted and ready to send out * Social media/online presence   + Staff should be ready to promote   Stakeholders/partners should live-tweet |  |

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| After Event | Completed? |
| Continued outreach:   * Send press release immediately following the event * Post on social media * Send follow-up eblast to email list/public |  |
| Send thank you letter to panelists/support groups |  |
| Plan for next event/coordinate progress |  |