**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
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| 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
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| 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
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| 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 |  |