



## EVENT PLANNING CHECKLIST

The following checklist is based on a six-week timeframe. Take more time for planning if you have it, or condense the timeline if you have less than six weeks. Just be sure to check all the items!

### 6 Weeks Out

- **Identify potential planning committee members** and hold your first meeting.
- **Compile a list of possible partners**, including community groups, non-profits, businesses, local leaders, religious entities, health organizations and news outlets. Partners are often helpful in providing funding, a location, and/or in-kind contributions, and can play an important role in helping publicize the event.
- **Begin researching event locations.** Visit each location and meet with location representatives to discuss core event components. Be sure to ask your partners if they have any suggestions, and check out where past community events have been held.
- **Decide on a spokesperson from your planning committee to communicate with news outlets.** It is less complicated the media if they can build a relationship with one person on your committee. Once the spokesperson is identified make sure he or she is trained on the event and issue and knows how to answer frequently asked questions correctly.
- **Identify speakers for your event (if speeches will be given).** Speakers might include community leaders, health experts, and doctors or patients who can speak about the disease. One or more members of your planning committee might also deliver remarks at the event, either as a master of ceremonies or as a speaker.
- **Create a contact list (or lists!)** to stay in touch with committee members, partners and other supporters.

## 5 Weeks Out

- **Develop a schedule for regular (e.g., weekly or bi-weekly) meetings or conference calls.**
- **Decide on a place, date and time for your event.** Choose a location and time that allows for maximum attendance by members of the community and the press. Remember to do a “walk-through” and make sure you have access to electricity, extension cords and other necessities.
- **If your planned venue is outdoors, secure an alternate location, a tent or a rain date in case of inclement weather.**
- **Establish subcommittees to manage portions of the planning, such as:**
  - Site logistics – Supervise the set-up and clean-up, equipment rental, volunteer management and floor plan.
  - Partner/fundraising outreach – Solicit help from other groups and organizations, as well as individuals.
  - Media and promotion – Pitch to the press, create media lists, write media materials and provide media training for spokespersons.
  - Crowd-building – Advertise the event to the community, local organizations, businesses and the media to increase attendance and recruit volunteers for the day of the event.
  - Evaluation – Evaluate the effectiveness of the event, share your success with WorldPneumoniaDay.org and write down “lessons learned” for future events.
- **Draft an event budget that reflects estimated costs, including equipment rentals (tables, chairs, staging, microphones, speakers) food/drink, venue rental fee, etc.**
- **Based on budget, discuss fundraising needs and tactics.**

## 4 Weeks Out

- **Contact partner groups.** Tell them about the importance of pneumonia and the event itself. Ask whether they can help by providing a speaker, telling other people about the event, or offering funding or in-kind contributions.
- **Seek quotes (and contracts) from any vendors for rental equipment, such as audio-visual systems or transportation needs.**
- **Invite speakers (if applicable for your event)** via mail, telephone, email and in- person.

- **Continue sub-committee work to plan event.** If helpful, create venue maps and detailed timelines.
- **Begin design of event materials,** including banners, directional signs and handouts
- **Send a calendar listing to relevant newspapers, TV news shows and websites that list community events.**
- **Create an e-mail listserv to update all interested participants.** Provide weekly updates (or even more frequent emails) to generate interest and enthusiasm.

### 3 Weeks Out

- **Register your event at [www.StopPneumonia.org](http://www.StopPneumonia.org)**
- **Continue outreach to partner organizations, volunteers, the media and speakers.**
- **Secure vendor contracts**
- **Recruit volunteers** to help with planning ahead of time, set-up before the event and break-down after the event.
- **Promote the event** with your friends, colleagues, community members and other contacts through emails, fliers, posters, and (pre-approved) announcements at public and religious meetings to post throughout the community.
- **Begin to develop press materials,** including why pneumonia is important and why local organizations are getting involved.

### 2 Weeks Out

- **Send official confirmation information and logistics to all participants (partner organizations, volunteers, the media, speakers)** with suggested arrival time, set-up instructions, contact information, power availability and parking. Keep in mind that speakers and volunteers should have an earlier arrival time than media and guests to ensure the event can start on time.
- **Reach out to volunteers to thank them and confirm their assignments and arrival times.** Assign working group members and volunteers specific duties before, during and after the event. Tasks may include:
  - o Set-up/tear-down
  - o Volunteer coordination
  - o Parking/security
  - o Participant check-in and assistance
  - o Attendee check-in

Information booth staffing o Follow-up care information o Photograph the event and participants

- **Continue to “crowd build”** – and ask every partner organization to do the same. A good way to do this is to share a template invitation that partners can easily send to their members.
- **Conduct a final walk-through of the site with the venue representative.** Confirm event set up, rental needs and timing—both when you’ll be able to access the space, and when you’ll need to vacate it.
- **Finalize designed materials**
- **Create a "day of event" checklist** with a minute-by-minute timeline.
- **Create a sign-in sheet** to record the names, organizations and contact information of attendees for the event.
- **Buy film or disposable cameras to document the event, or hire a professional photographer.**

## Week of Event

### *Four Days Prior to Event*

- **Continue outreach to media and offer pre-event media interviews with speakers.** Consider assigning planning committee members to do interviews on various local radio stations during morning and evening drive times to promote the event.
- **Send committee members and volunteers throughout the community to promote the event and encourage attendance.**
- **Send background materials on the event (including FAQs, event logistics and any relevant news articles) to speakers and volunteers.** Be sure to schedule an in-person or phone briefing with each speaker to ensure they are ready for the event.
- **Print out helpful World Pneumonia Day resources to distribute at the event.**
- **Ensure that each volunteer is confirmed and trained for their position.** If necessary, hold a volunteer orientation one evening to go over the logistics of the event and their role in it.

### *Day before Event*

- **Place reminder calls to all media contacts.**
- **Host final planning committee meeting to run through last-minute details.**
- **Be sure to provide cell phone numbers to speakers, partners and other key attendees if they should have difficulty finding the event the next day.**

### *Morning of Event*

- **Check in with media contacts to confirm attendance.**
- **Meet with volunteers to make final assignments and answer any questions or concerns they may have.** If your budget allows, provide them a light breakfast such as muffins, donuts, juice and coffee.
- **Set up equipment, directional signs, and have staff on hand to greet speakers, the media, partners and other key attendees.**
- **Place sign-in sheets near the entrance.** Have volunteers staff the table to ensure all attendees sign in.
- **Distribute World Pneumonia Day materials to attendees, by handing them out or placing them on chairs.**
- **Gather all speakers together before the event to answer questions and introduce participants.**
- **Take photos!**

### Following the Event

- **Send thank-you notes** to everyone who attended, participated or supported the event.
- **Watch the news coverage and keep a record with clippings and print outs.**
- **Tell us about your event at [www.StopPneumonia.org](http://www.StopPneumonia.org) and send us photos and news clips if possible!**
- **Keep contact information on hand for future events.**