

EVENT COORDINATOR CHECKLIST

- Determine the target audience**

- Determine the format, content and length of your event to best serve your audience**

- Locate and reserve meeting space, keeping in mind the best location and atmosphere for the target audience. Consider whether the:**
 - Location can be donated or is affordable (if you are a nonprofit, there may be discounts available).
 - Location is on a bus line or centrally located for your audience.
 - Location is accessible to people with disabilities.
 - Location is a place people feel comfortable coming to.
 - Location has childcare, if needed.
 - Facility has a kitchen or allows food to be served.
 - Size of the space and parking availability will accommodate the number of attendees you hope to reach.
 - Facility has chairs, tables and/or AV equipment on site.

- Arrange for AV equipment (a DVD player is preferable to VHS cassette players), chairs, tables, if the facility does not have them on site.**
 - Insure the electrical system can handle AV equipment.
 - Insure there is a microphone for the moderator or speakers.

- Arrange for a moderator or facilitator, if it is not you or someone you work with.**
 - Discuss goal(s) for the event and role of moderator/facilitator.
 - Provide background material and copy of series.
 - Discuss/determine agenda.

- Arrange for refreshments, if the budget and facility allow it.**

- Develop a publicity plan (see sample flyer and press release).**
 - Four to six weeks prior to the event, provide local organizations, businesses, schools, etc. with flyers and encourage them to promote the event.
 - Four weeks prior to the event, send press releases to local newspapers, weekly publications, radio and TV stations. Follow-up with a phone call.

- ❑ **Two weeks prior to the event, double check all the arrangements and confirm last minute details and changes.**
 - Create signs needed for directing people to location or room.
 - Create sign-in sheets, if needed.
 - Create nametags for moderator and any VIPs. If you are planning for a small group (25 or so), you may want to have nametags for all attendees.

- ❑ **One week prior to the event, insure you have all the materials you need and reconfirm all arrangements (facility, AV, parking, food, etc.).**
 - *DVD of film*
 - Complementary print materials
 - Other supplies, including any materials needed for discussion or activities, paper goods for refreshments

- ❑ **Day of event**
 - Arrive 1 ½ to 2 hours early to set up room
 - Insure AV equipment is set up and working properly and that whoever is operating the equipment knows how it works.
 - Set up chairs, head table (if appropriate), refreshment table.
 - Post signs to direct people to the building and/or room.
 - Insure doors are unlocked.
 - Provide sign-in sheet if you plan to follow up with people or invite them to subsequent events.
 - Check out lighting and darkness of room for viewing program.
 - Insure moderator has what they need.

- ❑ **Post event**
 - Return equipment, materials
 - Write thank yous as appropriate
 - Complete and submit the final report