EVENT CHECKLIST

Framing your event (February – April)

- Establishment of planning team members and committees (event manager, communications, activities coordinator, volunteers, topic experts, site expertise, business support/donations, local/state gov’t)
- Determine key elements of event
  - Physical host
  - How many people anticipated?
  - Target audience demographics (age, ethnicity, area/location)
  - Identification of key partners
  - Identification of key sponsors
- Registration of Event (www.nationalgetoutdoorsday.org)

Logistics Planning (March – May)

- Develop site-specific timeline (day-to-day deadlines, w/responsible parties ID’ed)
- Key contacts (see team members and committees above)
- Interaction w/partners and sponsors (friend-raising)
  - Identification and clarification of roles
  - Identification of needs and requirements
  - Identification of donations (goods, services, etc)
- Secure volunteers to assist with event
  - Determine numbers needed
  - Desired roles and services
  - Schedule crews
- Site mapping and layout
  - Formal site selection and layout
  - Permits
  - Signage
  - Mapping
- Food and Beverage Services
- Comfort stations (adequate?)
  - Schedule delivery of any special equipment
- Safety and First Aid
  - First Aid Station (CPR)
  - Emergency contacts (police, EMT)
Hazard management (tripping on wires, etc.)
  Insurance
  Welcome station
  Sign in

**Agenda and Schedules (April)**

- Schedule Design
  - Presentations/stage events
  - Age-specific (?)
  - Timed activities
  - Age specific (?)
  - Partner booths/stations
  - Special recognitions (?)
  - Confirm set-up and tear-down times
- Inclement weather or similar contingency plan
- Final Planning
  - Walk through of event
  - Schedule delivery of any special equipment (AV, electric generators, etc)

**Outreach (May – Post Event)**

- Finalize marketing/public relations schedule and strategy
- Media
  - Media kit (press releases, fact sheets, etc)
  - Photographer/videographer
  - Local news or TV
  - Radio Public Service Announcement
  - Press table at event (*prepared press releases, place to conduct interviews, etc.*)
- Community outreach
  - Identification and invitation of special guests
  - Post information on community calendars
  - Flyers and/or posters (use National Get Outdoors Day logos)
  - Signs and banners in community (above roads, etc.)
  - Traditional
  - Non-traditional
- Kitsch (t-shirts, hats, etc)
- Public comment box

**Final Planning Efforts (1-week prior)**

- Confirm volunteers
  - Orientation/training
- Confirm vendors and exhibitors
- Confirm partners

**Immediate Event Preparation (Day prior to event)**
Establishment of control center
- Contact names
- Permits
- Insurance papers
- Supplies (pens, paper, markers, etc)
- Cell phones
- Radios
- Identification of “errand runner” for emergencies

Set up
Nametags for partners, exhibitors and volunteers
- Special t-shirts for volunteers?
Notify community safety of event

DAY OF EVENT

Post Event (Day of Event – One Month Post Event)

Trash pick up
Committee evaluation or summary of comments
Thank yous
- Media and special guests
- Key partners
- Volunteers
Additional press releases