

How To Plan An Event

What is the value of doing an event?

Good community relations activities, such as an open house, event, or concert, can help develop personal relationships with the community and make people more aware of the programs and services provided.

What is the objective of an event?

To bring the public to our facilities, create awareness of our programs and services, and reduce barriers.

Steps to follow when organizing an event:

- Allow at least eight weeks to plan your event.
- Identify your audience.
- Select the day and time with a couple alternatives in mind. Contact Lynn Marra to find out what other activities/events are planned for that day. Fill out a Facilities Request Form and others if necessary.
- Develop an invitation list which includes names, addresses and e-mail addresses.
- Develop an invitation with the Communications Committee seven weeks before your event. Draft an invitation copy with the Communications Committee. The copy should include who, what, where, time, phone number, and a map if possible.
- Contact the Communications Committee six to seven weeks before your event to arrange a mailing, e-mail blast, bulletin article and website/social media postings.
- Mail, e-mail, post (on-line) the invitations or message at least four weeks before your event. It should be repeated several times closer to the date for electronic media.
- Let staff and other committee members (internal audience) know about your event. You may publicize your event through the bulletin, flyers/posters, social media and web posts, e-mails, ads and press releases.
- Arrange for catering at least four weeks before your event.
- Assign appropriate members to cleaning duties, i.e. clearing tables, cleaning up kitchen. Assign other staffing responsibilities, i.e. reception table, centerpieces, etc.
- Consider the set-up of your site or location. Remember to order tables, chairs, trash receptacles, and table skirts, if appropriate. How will things flow?
- Is adequate parking available? Can you arrange with a “neighbor” to use some of their spots? Do you need people to assist with parking or do you need signs?
- If appropriate, the Communications Committee will issue a news release, ad, or calendar item to local media.
- Make sure you have plenty of brochures/information sheets on hand the day of your event. The Communications Committee can help you on this project. Allow four weeks.
- Other things you may wish to have for your event include: name tags, guest book (for future mailing lists), give-a-ways, display board, podium and microphone, and awards.
- Is it possible to place a sign at the roadside the day of the event with balloons?

Remember that the Communications Committee can help if you have any questions, concerns, or need assistance.

!! H A V E F U N !!