

# Stakeholder Event Planning Roadmap



Stakeholder Event Planning Checklist			
Action	Toolkit Item	Responsible Person	Due Date
<b>Pre-Planning</b>			
<ul style="list-style-type: none"> <li><input type="checkbox"/> Review Event Planning Webinar</li> <li><input type="checkbox"/> Determine event objective- what outcome do you want to see? (number of attendees, press exposure, legislators attending)</li> <li><input type="checkbox"/> Determine budget (How much do you have to spend on the event? Will you need sponsors or partners to help with the cost?)</li> <li><input type="checkbox"/> Determine the date you will have the event. Is there a day or time to leverage for greater attendance? Are there any other local events happening on that day that could impact press coverage or attendance?</li> <li><input type="checkbox"/> Determine where the event will be held. (Inside or outside? What rooms/area is available on the selected date? Are there other district events happening on the same day?)</li> </ul>	Recorded Educate and Elevate <a href="#">Webinar</a>		
<b>Event elements</b>			
<ul style="list-style-type: none"> <li><input type="checkbox"/> Arrange for audio/visual equipment if needed.</li> <li><input type="checkbox"/> Determine room décor: Arrange for room set-up: tables, chairs, stage, etc. Create posters and table/room decorations.</li> <li><input type="checkbox"/> Decide if food and beverages will be served. Develop menu and arrange for catering or potluck.</li> </ul>	Educate and Elevate <a href="#">posters</a>		

<ul style="list-style-type: none"> <li><input type="checkbox"/> Determine props that will be needed and order/ make (awards, proclamation, etc.)</li> <li><input type="checkbox"/> Develop the event agenda: start time, end time, speakers and print programs if necessary. Think visual: legislator presentations, students sharing success stories, min-class or demonstration, school tour.</li> <li><input type="checkbox"/> Arrange/appoint photographer for the event.</li> </ul>	<p>Educate and Elevate <a href="#">sample proclamation</a> – 2 options</p> <p>Review success stories, innovations on <a href="#">Educate and Elevate website</a> for ideas.</p>		
<b>Promoting the event with the press</b>			
<ul style="list-style-type: none"> <li><input type="checkbox"/> Develop a media list to invite and notify about the event. Include local TV, radio, magazine and newspaper reporters, as well as, local bloggers, event aggregator sites and community sites.</li> <li><input type="checkbox"/> Develop Media Advisory about the event.</li> <li><input type="checkbox"/> Send out Media Advisory to media list about 2-3 weeks prior to event.</li> <li><input type="checkbox"/> Determine who will meet and escort press and prepare any handouts to share with them. Arrange for students/staff/visitors to be available for interviews and determine key points you would like to share with reporters.</li> <li><input type="checkbox"/> After the event, develop a press release to send out to the press about the event for those reporters who were not able to attend. Send press release to entire media list.</li> </ul>	<p>Educate and Elevate <a href="#">Media Advisory</a></p> <p>Educate and Elevate <a href="#">Fact Sheet</a></p> <p>Educate and Elevate <a href="#">Press Release</a></p>		
<b>Inviting stakeholders</b>			
<ul style="list-style-type: none"> <li><input type="checkbox"/> Create list of state, local and federal legislators to invite to the event.</li> <li><input type="checkbox"/> Create a letter, email and script describing the event to use when inviting legislators. Consider legislator's issues and align data and facts in your invitation.</li> </ul>	<p>Educate and Elevate <a href="#">video, fact sheet and sample email</a></p>		

<ul style="list-style-type: none"> <li><input type="checkbox"/> Create a list of employers and community organizations to invite to the event. Create flyers that can be distributed to Human Resource departments at local employers. Send an email, phone or visit stakeholders and invite them to the event.</li> <li><input type="checkbox"/> Invite local employers with whom you work to speak at the event. Ask students if their employer would be willing to speak.</li> <li><input type="checkbox"/> Determine who will greet legislators, employers and speakers and escort them during the event.</li> </ul>			
<b>Promoting the event</b>			
<ul style="list-style-type: none"> <li><input type="checkbox"/> Send out an email to all students, stakeholders and community groups inviting them to the event.</li> <li><input type="checkbox"/> Develop a series of social media posts to post several times a week for two weeks prior to the event and 1 week post-event.</li> <li><input type="checkbox"/> Reach out to local reporters on social media to invite them to the event.</li> <li><input type="checkbox"/> Send out media advisories to local event aggregator sites.</li> <li><input type="checkbox"/> Post flyers on campus about the event.</li> </ul>			
<b>After the event</b>			
<ul style="list-style-type: none"> <li><input type="checkbox"/> Send out thank-you notes to special guests, speakers and stakeholders</li> <li><input type="checkbox"/> Send out press release</li> <li><input type="checkbox"/> Conduct an event debrief; How many attendees; did it meet the event objective; what could have been done better.</li> </ul>	<p>Educate and Elevate <a href="#">Press Release</a></p>		