

Event Planning Guidelines

- 1) It's never too early to identify general dates and times for interventions/activities that require use of facilities (e.g., training rooms, auditorium). If you are in a state-owned building, the Department of General Services (DGS) may have oversight over specific training rooms. Check when the calendar opens and reserve potential dates. Better to reserve early and cancel later, if needed. You may need to submit a formal request.
- 2) Develop overall plan for interventions/activities.
 - Develop timeline and build-in time for planning, communication and promotion, and implementation.
 - Identify person responsible for each task.
 - Identify resources, including how many volunteers are needed.
 - Considerations: If need volunteers, use Signup schedule (<http://signupschedule.com>) or something comparable. Shifts should not be more than one hour. Plan for last-minute volunteer cancellations due to illness/workload.
- 3) Develop communication and promotion plan.
 - When possible, use Healthier U flyer template. Identify point of contact.
 - Prepare email communication to be sent from Healthier U mailbox to promote intervention/activity. Identify point of contact to monitor emails.
 - For larger interventions, aim for communicating to employees at least three times prior to event.
 - Get flyers approved for posting. This may include your Office of Public Affairs, building manager, and/or facilities manager.
 - Determine dates for promotion. Examples: lobby events and email release dates.
- 4) Coordinate the distribution of promotional materials.
 - Identify volunteers to post flyers as well as determine locations (e.g., elevators, break rooms, bulletin boards, white boards)
 - If lobby event, make copies of promotional materials. Include QR code in materials, if possible.
- 5) Coordinate logistics
 - If a specific set-up is needed, send diagram to DGS or volunteers.
 - If you are in a secured building, identify if there are any "outside" people coming to facilitate entry.
 - Identify supplies needed for event (e.g., tablecloths, pens, clipboards, acrylic flyer stands, flyers, etc.)
 - Set-up tables with tablecloths and materials at least half hour prior to start of event.
- 6) Coordinate staffing needs
 - Determine number of volunteers needed.
 - If the director's office is involved, need to coordinate schedule in advance.
 - Send Signup schedule (<http://signupschedule.com>) and include activity, date/time, name, phone number, and email address.
 - Develop talking points (2-3 bullet points) for volunteers at tabling events to stay on message.
 - Send calendar invite to volunteers for their shifts.
 - Send reminders to volunteers on the day of event.
- 7) Get to event early to make any last minute changes and HAVE FUN!