



national get outdoors day

EVENT CHECKLIST

PLANNING THE EVENT (April – May 2008)

Framing your event (April 2008)

- Establishment of planning team (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.getoutdoorsusa.org)

Logistics Planning (April – May 2008)

- Develop site-specific timeline (day-to-day deadlines, w/responsible parties ID'ed)
- Key contacts (see committee above)
- Interaction w/partners and sponsors (fund-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 2008)

- 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 2008- 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

EVENT (JUNE 14)

- Final Planning Efforts (1-week prior)
 - Confirm volunteers
 - Orientation/training
 - Confirm vendors and exhibitors

Confirm partners

- Immediate Event Preparation (June 13)
 - 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 tshirts for volunteers?
 - Notify community safety of event
- Event Day (June 14)

POST EVENT (End-June 2008)

- Trash pick up
- Committee evaluation or summary of comments
- Thank yous
 - Media and special guests
 - Key partners
 - Volunteers
- Reporting
 - Log on to www.getoutdoorsusa.org and post write-up, photos, videos.
- Additional press releases