

## Appendix K

### Sample - Event Planning Checklist

**Planning an Event in your community?**  
Here's a sample checklist to help organize and plan for your event, feel free to alter this checklist to better suit what might be needed.

#### 6-8 weeks in advance of event:

- Set objectives for the event. (What kind of outcomes are you hoping for? What is your purpose for gathering people together?)
- For complex events with multiple partners or controversial subjects, consider drafting an event plan. (ie. If you are planning to invite the Regional Health Authority; Health Officials; Local governments; Media such as, newspapers, radio and TV News Stations).
- Consider potential dates for the event; consult with partners/other parties if necessary (avoid religious days, holidays, selecting the same date as another event).
- Confirm event date.
- Develop a plan to publicize your event. (Consider your audience, if it's a youth event use social media and distribute promotional materials at youth-oriented locations; if it's an elder event, use word of mouth, promotional materials at appropriate locations and possibly direct emails).
- Research potential locations for event (consider accessibility, room style, number of break out rooms required).
- Book location.
- Prepare an event budget.
- Approach and confirm the chairperson, facilitator or master of ceremonies.

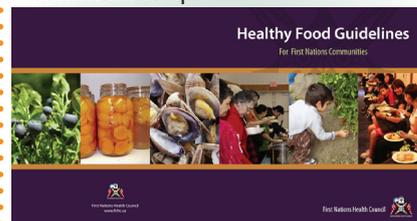
#### 4-6 weeks prior:

- If appropriate, ask for help with organizing your event.
- Prepare a guest list.
- Prepare invitations. The invitation should have three essential pieces of information: date of the event, the time of the event, and the location.
- Prepare a list of media (if media attendance is desired). Consider media logistics; will you need a media feed? Will there be a scrum opportunity?
- If you are planning to serve food, prepare a menu and contact potential caterers.
- Inform yourself about the restrictions, reservations, and permits you may need for your event.
- Consider requirements such as a Public Address (P.A.) system, audio visual equipment (PowerPoint, video), podium, stage, and media feed box for the media.
- Decide if you will have a backdrop for the main conference room and break out rooms. Include your branding and logo.
- Consider access to the location - is it accessible to the disabled? If not, make the appropriate arrangements in order to accommodate everyone.
- Begin to draft an agenda.
- Draft a media advisory to invite the local media (if appropriate).
- Draft a news release, backgrounder, questions and answers, and fact sheet (if appropriate).

#### Considering Catering?

Check out this resource:  
**Healthy Food Guidelines for First Nations Communities.**  
Section 5 provides information regarding, "Serving Healthy At Meetings and Conferences".

[http://www.fnhc.ca/pdf/Healthy\\_Food\\_Guidelines\\_for\\_First\\_Nations\\_Communities.pdf](http://www.fnhc.ca/pdf/Healthy_Food_Guidelines_for_First_Nations_Communities.pdf)



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## 2-4 weeks prior:

- Finalize agenda.
- Send invitations. Ensure vital information regarding the event is included (venue address, time, contact info)
- Arrange for a volunteer or book a professional photographer to take photos (if contracting, include in budget). If you plan on using photographs taken at this event, you may have to give an announcement at the beginning of your event that photographs will be taken and if anyone does not want to have their photograph taken, that they should inform the photographer. You can also utilize paper-based media-release forms but often a verbal announcement for large events will suffice.
- Book Audio Visual (AV) equipment (sound, light, podium, tents, chairs, etc.).
- Book caterer.
- If required, make travel arrangements.
- Finalize media materials (if required).
- Do a site visit of the event location.
- Depending on the type of event, you may want to include a feedback form with the agenda/booklet for attendees to fill out and provide constructive comments; this will help with planning for future events.
- Prepare to register attendees.

## One week prior:

- Confirm the number of guests you will have and, if possible, contact the people who did not respond to your invitation.
- Confirm catering details.
- Create a list of contact information for those involved in the event.
- Compile media kit (if required).

## 1-2 days prior:

- Review the day's agenda for your event, taking care of any minor problems.
- Take care of last-minute food preparations.
- Send media advisory to media (if required).
- If possible, call the media to check if they received the media advisory (if required).

## Day of Event:

- Fax and/or e-mail news release and backgrounder to media contacts or to wire service (Utilize your local media in addition to regional media and provincial media).
- Ensure event details/roll out runs smoothly.
- Act as contact for media and government representatives.
- Greet media and ask them to sign in as you give them a media kit, if required.
- Ensure photo release forms are signed.

## Post-Event:

- Distribute news release and photos to media who could not attend (if required).
- Post photos and information on Web site.
- Track media coverage.