



## national **get outdoors** day

### EVENT CHECKLIST

#### PLANNING THE EVENT (April – May 2012)

##### Framing your event (April 2012)

- Establishment of planning team members and committees (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.nationalgetoutdoorsday.org](http://www.nationalgetoutdoorsday.org))

##### Logistics Planning (April – May 2012)

- Develop site-specific timeline (day-to-day deadlines, w/responsible parties ID'ed)
- Key contacts (see team members and committees above)
- Interaction w/partners and sponsors (friend-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 2012)**

- 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 2012 – 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 (SATURDAY, JUNE 9, 2012)**

#### **Final Planning Efforts (1-week prior)**

- Confirm volunteers
  - Orientation/training

- Confirm vendors and exhibitors
- Confirm partners

### **Immediate Event Preparation (June 8, 2012)**

- 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

### **POST EVENT (End-June 2012)**

- Trash pick up
- Committee evaluation or summary of comments
- Thank yous
  - Media and special guests
  - Key partners
  - Volunteers
- Reporting
  - Log on to [www.nationalgetoutdoorsday.org](http://www.nationalgetoutdoorsday.org) and post write-up, photos, videos
- Additional press releases