

Event Planning Checklist

Use this checklist as a **reference document - your actual brainstorming and planning can be done on (your copy of) the [Publicity Guide](#) document!*

In-Person Events

● **Phase 1:**

- ☒ ~~Determine event date, time, location, and budget~~
- ☒ ~~Decide on whether to do a hybrid event (both in-person and online), or one or the other~~

DETAILS

- **VENUE:** [Lucky Lab](#)
- November 30th, 2021 at 6:30pm - 7:30pm with social time at the end. Event will go no later than 7:30pm. Arrive at least an hour early.
- We will do a hybrid event / in-person launch with streaming via Zoom
 - Projector & mics will be at the event, provided by the venue.
 - **TO DO:** Figure out a live stream to FB (IG?)
- Budget is open, John will be supporting the financial side
 - ☒ ~~Reserve event space~~
 - ☒ ~~Use author strengths, tie into the book somehow (John wants beer and says that the climate crowd likes beer).~~
 - ☐ Marketing & promotion
 - ☒ ~~Location brainstorming~~
 - ☒ ~~Outreach~~
 - ☒ ~~Flyers, Facebook event page, etc~~

DETAILS

Send event details to Riley & the banner.

- ☒ ~~Alumni social media channels~~
- ☒ ~~Distribution plan (i.e. sending a digital file for people to print, or PM giving out physical copies to their team)~~

DETAILS

Will confirm the flyer on Nov. 3rd with Katherine. Printing will take place on the 4th. Distribute to the team on the 8th.

DETAILS

- [Flyer concepts](#) have been made
 - **TO DO:** create a QR code for event details (**DONE**)
 - Reached out to Jill & will create a webpage just for the book launch & details (**DONE**)

- Reach out to Social about a FB event page / create a "newsletter" **(DONE)**
- [Spreadsheet about flyer location](#) **(DONE)**
- Have the whole team retweet/share the social media post about the event announcement **(DONE)**

● **Phase 2:**

- ☒ ~~Call for Volunteers (Confirm with Operations)~~
- ☒ ~~Send a mass email to "listserv" calling for volunteers~~

TO DO:

- Create an email template calling for volunteers & details of what that will entail
 - ☒ ~~Focus on making it appealing, not just "volunteer work"~~
 - ☒ ~~Include book launch etiquette~~
 - ☒ ~~The hours count toward their lab/studio hours~~
 - ☒ ~~Free attendance to the event~~
 - ☒ ~~The benefits of networking to their career~~
 - ☒ ~~The benefits of sales and company representation experience~~
 - ☒ ~~The importance of supporting Ooligan and their program, of being leaders, and of pulling their weight~~
 - ☒ ~~Fun!~~
 - ☒ ~~Once volunteers have been selected, send all participants detailed and general instructions and confirm event details.~~
 - ☒ ~~Include travel logistics (meeting at the Ooligan office vs. site, carpool sign up sheet, etc)~~
 - ☒ ~~Clear, detailed instructions are vital for a smooth event with confident volunteers~~
 - ☒ ~~Reach out to other appropriate Managers you might need to work with!~~
 - ☒ ~~EX: Talk to Social about social media event pages!~~
 - Created a FB Event page **(DONE)**
 - ☒ ~~Vendor Information~~
 - ☒ ~~Pricing~~
 - ☒ ~~Exclusive access (or still open for public use)~~
 - ☒ ~~What AV equipment do they have and do they set it up for us?~~
 - ☒ ~~Do they have wifi?~~
 - ☒ ~~Any other policies they have?~~

DETAILS

- Vendor: ~\$230 for space and AV equipment. They will set it up for us. We will need to bring a laptop & other supporting cords
 - ☒ Supplies

- ☒ Books (of course!)
 - ☒ Coordinate with PAs if you need books
- ☒ Collateral
 - ☒ Postcards, posters, banners, etc
 - ☒ Anything necessary to display it (stands, tape, zip-ties, paperweights, etc.)
 - ☒ Raffle prizes
- ☒ Clipboard, paper, pens
- ☒ Book pricing sheet
- ☒ Book stands
- ☒ AV supplied by venue
 - ☒ Microphone
 - ☒ Projector
 - ☐ Laptop hookup
 - ☐ Mac adapter
 - ☐ Extra chairs if necessary
- ☒ PA will handle:
 - ☒ Cash box
 - ☒ Laptop for credit card sales
- We printed out the QR code for buying a book

● **Final Phase:**

- ☒ All events, big and small, should have their own card under the “Events” list in the PA Trello board
 - ☐ Attach all info, brochures, volunteers, and follow up reports (how the event went) to cards
- ☒ Confirm details with:
 - ☒ Author
 - ☒ Bookstore
 - ☐ Volunteer staff
- ☒ Marketing follow through
- ☒ Create a “Day-Of” Doc
 - ["Day of Doc" located here](#)
 - ☒ Includes contact information for PM
 - ☒ Schedule
 - ☒ Staff list
 - ☒ Assign duties (set up, clean up, if there are stations to be staffed)
 - ☒ Include ~~TIMES~~ (1pm-4pm) to ensure accountability

☐ Can also be found on the [Publicity Guide](#)

- **Best Practices:**

- ☒ ~~Get to venue *at least* 1 hour early~~
 - Meeting at 4:15pm at the Ooligan Office to load books. Will be at the venue by 5pm for set-up.
- ☒ ~~Create an event timeline, try to stick to it~~
 - ☒ Day-Of Doc will help with this
- ☒ ~~Schedule volunteers for setup, cleanup, collecting equipment, bringing equipment, running sales, etc.~~
- ☒ ~~Take lots of pictures – of the event, the author, the book tables! Consider assigning someone to take pictures throughout the event.~~
 - Elliot & Riley will be taking pictures and live-tweeting/ IG Story the event
 - Other Oolies: taking pictures
- ☒ ~~Make sure to clean up, don't leave anything behind, don't leave a mess for the vendor to clean up~~
- ☐ Thank the vendor (at the event AND with a follow up email / note)

Virtual Events

- [Consult Ooligan Event page](#)
- [Welcome message document with messages for the virtual crowd](#)
- [FB Event Page](#)

Zoom link

<https://pdx.zoom.us/j/82478457576>

Meeting ID: 824 7845 7576

ADDITIONAL NOTES:

[Welcoming Script](#)

[Event Trello Board](#)