



## Community Event Planning Check List

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### 90 Days Out

- Send *Community Event Promotion Form* to [info@immunizenevada.org](mailto:info@immunizenevada.org). The Immunize Nevada Online Calendar and Volunteer Postings will be updated within a week of receipt.
- Send draft marketing materials with Immunize Nevada logo to [David@immunizenevada.org](mailto:David@immunizenevada.org) for approval.
- Send *Exhibitor Invite Letter* and *Exhibitor Sign-Up Form* to potential partners.

### 60 Days Out

- Post Event listing on your Website and other online calendars.
- If you have a Facebook page, create and promote a Facebook event.
- Send follow-up reminder with *Exhibitor Sign-Up Form*.
- Create and print marketing materials: flyers, posters, etc. (print/digital)

### 30 Days Out

- Track all confirmed exhibitors and their needs on the *Exhibitor Tracking Spreadsheet*.
- Send *Exhibitor Sign-Up Confirmation Email* to all exhibitors with details about the event.
- Send *Volunteer Sign-Up Confirmation Email* to all volunteers with details about the event schedule, location, set-up and duties expected.
- Complete *Press Release Template* and send for review to [David@immunizenevada.org](mailto:David@immunizenevada.org).
- Forward final press release and marketing materials to exhibitors and other community partners

### 14 Days Out

- Based on *Exhibitor Tracking Spreadsheet* totals, ensure adequate number of tables/chairs/equipment is available at event location.

### 7 Days Out

- Print all materials needed for the event, including *Exhibitor Bingo Card*
- Brief volunteers on designated responsibilities for the day of the event.
- Distribute press release/advisory to media
- Order and/or purchase food, water and snacks
- Send *Final Event Details Email* to all exhibitors and volunteers.

### 2 Days Before

- Layout tables/chairs based on exhibitors needs.
- Share layout map and specific exhibitor needs with volunteers and staff.
- Share any media coverage with exhibitors, as well as any last-minute details such as weather and expected attendance
- Follow up and invite local media to attend event

### Following Your Event

- Send *Exhibitor Thank You Letter* to exhibitors and personalized thank you notes to all volunteers.
- Report all outcomes (number of immunization, attendees, screenings, treatments, etc.) and special highlights to [info@immunizenevada.org](mailto:info@immunizenevada.org)
- Post event photos and tag Immunize Nevada on Facebook: [Facebook.com/ImmunizeNevada](https://www.facebook.com/ImmunizeNevada)