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|  | **Extension Event Preparation and Debriefing Timeline****For [Event Title] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  |  |
| **Event Date:** | **Location:** |
| **Step** | **Deadline** | **Who is Responsible** | **Task** | **Initial when Completed** |
| **1** |  |  | Check calendar and make room reservation |  |
| **2** |  |  | Advertise date and title on web page calendar, social media, newspaper and/or newsletters |  |
| **3** |  |  | Develop event budget; assess the public-to-private-value ratio for the event; calculate advanced registration fee (EventBrite) and on-site registration fee using the budget event template |  |
| **4** |  |  | Determine event target minimum attendance |  |
| **5** |  |  | Secure event insurance (especially if youth are involved) |  |
| **6** |  |  | Create event flyer (also create a low resolution pdf for web) |  |
| **7** |  |  | Create sponsor recruitment letter (include invoice for simplified payment) |  |
| **8 to 6 weeks prior to Event** |
| **8** |  |  | Set up on-line pre-registration (i.e., EventBrite) |  |
| **9** |  |  | Inform clients of program through social media, e-mail etc. |  |
| **10** |  |  | If applicable, send invitation letter to advisory committee members and other VIP’s (County Commissioners, Representatives, IFAS administrators) |  |
| **4 weeks prior to Event** |
| **11** |  |  | Pin up flyers on office bulletin boards  |  |
| **12** |  |  | Create press release  |  |
| **13** |  |  | Post press release and link to pdf flyer on County web site |  |
| **14** |  |  | Create link to post in County home-page calendar |  |
| **15** |  |  | Email information to other agents in office and in other counties  |  |
| **16** |  |  | Post press release and link to flyer on web site (if appropriate) |  |
| **17** |  |  | Line up caterer and order food if neededAsk caterer advance deadline notice for food order cancellation without penalty  |  |
| **18** |  |  | Order materials (including EDIS) for handouts |  |
| **19** |  |  | Develop newsletter or event notification letter for mailing |  |
| **20** |  |  | Create descriptive agenda and email CEU request form |  |
| **3 weeks prior to Event** |
| **21** |  |  | Get coded mailing list from Gainesville  |  |
| **22** |  |  | Send SMS email message to program list |  |
| **23** |  |  | Press release emailed to newspapers & radio stations, & Electric Co-op News Flash |  |
| **24** |  |  | Print, fold & mail newsletter/ letter |  |
| **25** |  |  | Provide flyer, and RSVP instructions to receptionist |  |
| **26** |  |  | Mail newsletter with event information to mailing list |  |
| **2 weeks prior to Event** |
| **27** |  |  | Create Welcome Presentation: Welcome, sponsor slide and upcoming event slide, load on computer (set for auto- advance during registration & breaks) |  |
| **28** |  |  | Prepare display to promote Extension, future events, and provide additional information related to topics of the event |  |
| **10 days prior to Event** |
| **29** |  |  | Close early registration; compare registration number to target minimum attendance; determine if event should be cancelled.If event is cancelled, cancel orders without penalty; contact early registrants regarding refund policy |  |
| **30** |  |  | Identify possible reasons why registration was low |  |
| **Week Prior to Event** |
| **31** |  |  | Reminder email or phone calls the week of the event |  |
| **32** |  |  | Provide set-up plan to the Custodian |  |
| **33** |  |  | Print agenda & speaker or other hand outs |  |
| **34** |  |  | Create and print program evaluation survey (use bright paper) |  |
| **35** |  |  | Purchase refreshments & snacks |  |
| **36** |  |  | Print out sign-in sheets (include name race, gender, address & email, and phone number) |  |
| **37** |  |  | Secure coolers and serving trays and utensils and make sure they are clean and ready |  |
| **38** |  |  | Gather up audio & visual equipment, extension cords (charge portable speaker if needed for outdoor activity) |  |
| **39** |  |  | Contact volunteers, or event partners to finalize last minute details and go over roles, duties, and schedule |  |
| **40** |  |  | Get cash for making change for on-site late registration |  |
| **Day of Event** |
| **41** |  |  | Set up registration table: sign-in, receipt book, handouts |  |
| **42** |  |  | Set up display with promotional materials |  |
| **43** |  |  | Complete room inspection including thermostat for AC/Heat, drinks on ice, snacks, microphone, AV equipment |  |
| **44** |  |  | Load speaker presentations on computer |  |
| **45** |  |  | Have everything in place to greet & visit with clientele and speakers 30 minutes ahead of program start time |  |
| **Post Event** |
| **46** |  |  | Deposit cash; pay remaining bills; determine the financial balance of the event |  |
| **47** |  |  | Post event evaluation with Staff, success & improvements |  |
| **48** |  |  | Thank you notes to speakers, volunteers, sponsors etc. |  |
| **49** |  |  | Summarize registration & exit surveys |  |
| **50** |  |  | Share survey results with cooperators, volunteers, speakers |  |
| **51** |  |  | Add new contacts to mail and SMS email databases |  |
| **52** |  |  | Follow up on attendees adoption of change |  |