



Event Planning Guide

Recruitment

- Assess your audience
- Think strategically about the people and organizations that can get the word out:
 - Networks
 - Constituencies
 - Resources—coupons, CFLs, etc
 - Churches/fellowships
 - Utilize:
 - Facebook
 - Flyers
 - Local or campus media
 - Word of mouth
 - Email networks
 - Phone banking
 - Weblogs and posts
 - News and radio stations

Get some of the things that brings people to an event

Free stuff

Free food

Music

Fun entertainment

Inflatable goodness

Cool Speaker

Cool Demonstration (Check an example at www.coolcapitalchallenge.org/youth#tools)

Logistics

- Space
 - Audience size
 - Financial limitations
 - Partners that can donate space
 - Local
 - Accessibility—handicap, metro, bike, parking
 - Food and drink—minimal environmental impact



cool capital challenge

- Speakers
 - Greeting
 - Materials
 - Parking
 - Lodging
- Media
 - Increases impact
 - Alert far in advance
 - Create press advisory for day of event
 - Call and invite media
 - Create press release
 - Call media day of the event to remind them
- Follow up
 - Send thank you notes
 - Clean up—recycle!
 - Check for media coverage—post on website, inform partners
 - Debrief
- Pitfalls
 - No or unrealistic goals
 - No delegation
 - Details left to last minute

