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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 needed  Ask 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 | | |  |