

Planning Your Event checklist

Before the event

- Choose the target audience that you want to talk to
- Identify 3-4 key concerns of your chosen target audience.
- Identify 3 key points that your audience should remember from this event.
- Identify the key action(s) that your audience could take to move the campaign forwards.
- Decide format
 - Hosted by yourself or another group?
 - Length
 - Talk / Video screening / Debate / Skype / etc. _____
 - Chosen and downloaded any relevant videos?
 - Do you have a chair?
- Choose the venue
- Decide room layout
- Choose the date and time
- Decide if you will be charging for the costs & how much / voluntary donations
- Find somebody who will help you to collect fees/donations
- Reserve space in pub/restaurant or buy refreshments if the venue allows you to
- Get a small team to help you (chairman, welcome people, prepare layout of the room, signposting, technology, teas&coffees, collecting donations, email addresses)
- Email Mira mira@positivemoney.org.uk with the details of your event.
- Promote event
 - Choose the title of the event
 - Email mira@positivemoney.org.uk with details of the event to go on Meetup.com
 - Set up a Facebook event?
 - Set up EventBrite to get registrations (optional)
 - Invite other relevant groups
 - Promote through other relevant networks
 - Place a free ad in events section of local paper
 - Invite friends, family and colleagues
 - Send reminders in the week and day before
- Prepare content – presentation / notes (work through the relevant chapter in the manual)
- Prepare the icebreaker
- Print:
 - Signposts to navigate people to the venue

- Email sign-up forms
- Flyers – you can download here:
<http://www.positivemoney.org.uk/get-involved/flyers/>
(new flyers with more attractive design will be added soon)
- You can prepare a simple flyer or single side of A4 with next steps for attendees to take immediately after the event. (Include links for them to watch further videos, or details of the next event that you plan to do)
- Checklist for setting up the venue

- Prepare to take with you:
 - All printed stuff (above)
 - Audio speakers for playing videos?
 - A projector?
 - A laptop to plug the projector into? (Or do you need to bring your own?)
 - Extension cables? (sellotape to secure cables)
 - Flipchart and markers (if you need it?)
 - A microphone (only necessary if the audience is likely to be more than a hundred)
 - A4 clipboard with a pen attached to it by string (for the email sign up form)
 - USB with presentations and any videos (or copy them to your computer)

Setting up the Venue

- Signposts to navigate people into the venue outside/inside building?
- Enough chairs in the correct layout
- Flipchart + markers
- Microphone
- Speakers
- Laptop
- Projector
- Camera
- Box for donations
- Leaflets
- Tea/Coffee/Juices/Wine/etc.
- A4 clipboard with sign up form and a pen

During the event

- Set up venue (see checklist for setting up the venue)
- Welcome people
- Ask people to sign up on the email list & fill up the feedback forms
- Collect email addresses & feedback forms

After the event

Please type up the collected email addresses into an Excel (or OpenOffice) spreadsheet and email them to info@positivemoney.org.uk, with details of the event.

