**National Health and Fitness Day**

**Event Checklist**

**High Level Planning: 4-6 Months Ahead of Event**

* Establish event goals and objectives
* Identify venue and negotiate details
* Investigate need for any special permits, licenses, insurance, etc.
* Develop an emergency plan
* Get cost estimates *(e.g., room rental, food & beverages, equipment, speaker fees, travel, etc.)* and create a budget
* Recruit event committee,  event manager or chair and establish sub-committee chairs
* Create and launch publicity plan & brand your event *(ensure staff and/or volunteers are identified to manage specific tasks – e.g., media relations, VIP coordination, printed material design & printing coordination, signage, online /social media, etc.)*
* Identify and confirm speakers/presenters/entertainers /sponsors/partners

**2 Months Ahead of Event**

* + Create draft event script - e.g. MC, speaker introductions, thanks, closing, etc.
  + Develop publicity pieces - *e.g. newsletter articles and/or ads, radio spots, print blog posts articles for submission to other publications and/or ads, etc.*
  + Develop media list and download our communications tools: Media Advisory, e-Blasts, and all social media tools
  + Create event page [on your website](http://www.wildapricot.com/promote-event)
  + Enable/create email [event notifications](http://www.wildapricot.com/promote-event)
  + Create a Facebook event page
  + Register your event on a variety of online event calendars
* Send reminders to contact list re registration/participation

**1 Week Ahead**

* Have all committee chairs meet and confirm all details against Master Plan
* Finalize event details
* Brief any/all hosts, greeters, volunteers about their event duties and timelines
* Publicity:
  + Release press announcements about keynote speakers, celebrities, VIPs attending, honourees, etc.
  + Post your initial event news release on your website and circulate to all partners, affiliated organizations, etc.
  + Determine photo op and interview opportunities with any presenters, VIPs etc. and confirm details with interviewee and media

**Event Day**

* Confirm participants, spokespeople and media
* HAVE FUN!!

**Immediately following event**

* Evaluate
  + Activities / participants
  + Volunteers
  + Speakers/presenters
  + Media
* Thank everyone!
* Report Back – let us know what you did and how it went! Email us your report at: [info@NHFDcan.ca](mailto:info@NHFDcan.ca) or tweet us @NHFDCan