



EVENT CHECKLIST

SUGGESTED CHECKLIST FOR PLANNING A NATIONAL DAY OF RACIAL HEALING EVENT/ACTIVITY

Honoring the National Day of Racial Healing can be as simple as meeting two or three

friends for coffee or hosting a small dinner party while using this [Conversation Guide](#) to help you facilitate a meaningful, healing conversation. The checklist below assists you in planning a larger public event with speakers and performers. You may wish to work in a group and share responsibility for tasks.

PLANNING – PHASE 1

- Determine the type, size and atmosphere of the event.
- Select location and plan logistics (room setup, food, audiovisual equipment, accessibility for the physically challenged, etc.).
- Finalize the budget and timeline.
- Begin setting the agenda or run of show.
- Send out a “Save the Date” notice via mail, email or social media.
- Identify and invite speakers and/or performers. Be sure a diversity of experiences are represented in the program.

- Begin developing your materials.
- Determine what materials and services you will need from outside vendors. Do not forget food and beverages, room setup, including tables and chairs, signs and banners, decorations, including flowers, entertainment and attendee giveaways.
- Recruit and secure sponsors, if necessary.
- Research the names and contact information of individuals and organizations you would like to invite.
- Set up your project management system and create an Excel or Google spreadsheet or an event binder.
- Determine food service needs.

PLANNING – PHASE 2

- Call potential speakers and/or performers to seek confirmations.
- Once your venue and event date and time are secured, submit details to DayofRacialHealing.org. You can choose whether to make your event open to the public and visible on our website, or share the details privately with the W.K. Kellogg Foundation for statistical purposes.
- Touch base with sponsors to update them on your progress.
- If applicable, provide your caterers or food service committee with a headcount by the deadline.
- Determine transportation access.
- Determine medical or mobility needs.
- Arrange for a central office space during the event.
- Finalize and print materials (except for the agenda and participant list, which should be printed the week before the event).

- Decide whether you will invite the media.
- Determine audiovisual needs and make arrangements with the event venue
- Distribute invitations.
- Other: _____

DEVELOPMENT

THREE WEEKS OUT

- If you are seeking media coverage, draft a media advisory.
- Contact speakers and/or performers to discuss their presentations and see if they need additional information, support or technical setup.
- Compile a list of media outlets that may be interested in covering your event.
- Make plans to share your event details on social media, using #HowWeHeal. You may want to identify a person who will provide social media coverage during the event.
- Other: _____

TWO WEEKS OUT

- Send out your media advisory.
- Start calling reporters to interest them in the event.
- Make a list of materials to be taken to the location and begin packaging them.
- Make staff assignments (including registration staff, note taker, audiovisual coordinator and speaker greeter) and explain duties to all staff members.
- Other: _____

ONE WEEK OUT

- Finalize the agenda and have it printed.
- Verify details with venue, confirm audio visual needs and send venue your room layout and any special instructions.
- Conduct a site walk-through.
- Continue calling reporters to encourage attendance.
- Continue promoting on social media.
- Touch base with speakers and performers to make sure that they have the correct date and location of the event, as well as the time they are expected to speak. Give speakers the name of a contact person who will greet them upon arrival.
- Assemble materials for distribution to participants; send them to the venue.
- Print name tags, if applicable.
- Draft a press release describing the event for release on the National Day of Racial Healing.
- Other: _____

IMPLEMENTATION

THE DAY BEFORE

- Make sure that all materials arrived at the venue.
- Pack an “emergency kit” with any miscellaneous materials you may need, such as tape, scissors, stapler, pens, pencils, paper, phone numbers of speakers, etc.
- Other: _____

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- Arrive early and check that the location is set up correctly and that audiovisual materials are available as requested. Check all microphones, projectors, audio equipment and computer connections.
- If registering guests, check the registration area. Make sure name tags and supplies are plentiful. Plan to have staff members at registration approximately an hour before the start of the event.
- Make sure staff are in correct locations and that all areas are covered for the entire event.
- Allow time for run-throughs if requested by your speakers or needed by entertainers.
- Make sure that signs directing people to the event are posted.
- Distribute the news release.
- Share photos and compelling quotes from speakers on social media using #HowWeHeal.
- Other: _____

AFTER THE EVENT

- Take time to celebrate your success with and thank your partners.
- Conduct a wrap-up meeting with the planning committee.
- Prepare written summary and evaluation of event.
- Complete your project management system (Excel or Google spreadsheet or event binder) and update records.
- Review invoices and send payment.
- Contact organizations that attended the event to discuss collaboration for next year's National Day of Racial Healing and other activities throughout the year.
- Send thank-you cards and notes of appreciation to committee members, volunteers, presenters, sponsors, staff members and others involved with the event.
- Other: _____