



2001 - 2002
National
Speaking
Tour

For More Information Contact:

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Event Checklist: "Taking care of the details"

CHECKLIST OF “THINGS TO DO”

The following is a checklist of things to make sure you do prior to our visit, upon our arrival and after we depart to ensure a successful event. We have developed this list after our experiences this past year at other campuses.

We know that for many of you, this might be the first time you are hosting an event of this magnitude and others are old pros at this type of thing. Regardless of your experience, please go through this checklist point by point and make sure that everything is done. We are confident it will help you ensure that this event is one of the most successful events on your campus this year.

1. Booking the Room

- Is the room booked yet?
- Does it have PowerPoint, CD and Video Capabilities?
- Have I contacted someone from the media center to meet us at least 1.5 hours prior to the presentation to ensure that everything works?
- Have I made sure that I will have the key or that the room will be open at least 1.5 hours prior to the presentation?
- Have I arranged for tables to be set up outside the meeting room for the EFJ materials (2 large tables) and possibly another table for any information our group might like to distribute?

2. Accommodations and Travel

- Have I booked and paid for Leslie and Jim's air travel? (if necessary)
- Have I arranged for transportation to and from the airport for Leslie and Jim? (if necessary)
- Have I made reservations for one room for Leslie and Jim the night of the presentation? (if necessary)
- If the room is on campus, have I arranged to have the key and security passes for Leslie and Jim?
- Have I arranged for someone from our group to meet Leslie and Jim on campus and bring them to their room or given them detailed directions on where to go?
- Have I arranged for someone to meet Leslie and Jim to bring them to the presentation room an hour and a half prior to their presentation?

3. Payment

- Have I had Jim and Leslie sign and return the contract for the event?
- Have I made sure that I have filled out all necessary campus paperwork so that payment of the honorarium can be made immediately following the event?

\$3000 honorarium (colleges and universities)

\$1000 honorarium (high schools)

Checks should be made payable to:

“Press for Change” our tax ID # is 22-3315923

4. Event Promotions

- Have I gone through the entire promotions package and done each suggested step?
 - a. Posted flyers all over campus;
 - b. Sent letters to and spoken with mainstream student leaders;
 - c. Dropped off flyers and spoken with faculty from the following departments: Business, Sociology, Anthropology, International Relations, Political Science, Economics, Women's Studies, Labor Studies, Asian Studies. You can also ask them to circulate it among their colleagues as well as possibly offering extra credit to students who attend the event;
 - d. Submitted press release to student newspaper;
 - e. Sent letters to and contacted faculty, coaches and University officials and included promotional flyers;
 - f. Contacted External Affairs or Public Relations, gotten a media contact list and arranged event promotion with Leslie and Jim.

5. For the Event

- Have I arranged to have photocopies made of any special materials Leslie and Jim may want to handout?
- Have I arranged to have food and drinks at the event? (Just a suggestion: free food is always a draw.)
- Have I prepared any necessary materials to promote our campus group?

6. Following the Event

(These are courtesies you may want to extend to any guest speaker that comes to your campus. These are certainly appreciated.)

- Have I arranged for someone to help Leslie and Jim get their materials back to their room?
- Have I collected all articles that have been written about the event for Leslie and Jim and gotten these to them? (the following day or via mail)

Hopefully this will be a great help to you in preparation. Having prepared many events for a whole range of groups during our undergraduate days, we share this list from experience. We hope you use it and keep it as a resource for future events. If you have any suggestions or items to add to the list that have worked for you in the past, please pass them on to us.