



Event Planning Tips

- **Plan:** Start planning early and set clear goals. Identify people who can help, including volunteers and vendors. Communicate regularly with your planning team and track major decisions. Select your event date and time early in the planning process.
- **Partner:** Join forces with others in your community who can provide in-kind services, volunteers, or materials. They may also have connections to speakers or entertainers. Local businesses may agree to exchange publicity for gift cards, which work well for prizes. Partners can also amplify your activities online.
- **Promote:** Develop a publicity plan to promote your event. Use traditional strategies, like newspaper ads and community board flyers, as well as newer media—your website, blog, and/or social media accounts. You might also consider contacting a local reporter.

Conduct registration online via any of the free options available. Email is an effective way to get people to register, so if you have an existing email distribution list, use it. Virtual invitations can make your email stand out.

- **Produce virtually:** Choose a platform that fits your budget. Free or low-cost options may work for smaller events. Make sure the platform is accessible for participants and includes any special features you need (e.g., recording, whiteboard, breakout rooms). Conduct a dry run well in advance to refine logistics and troubleshoot technical issues.

Remember, attention spans are shorter online. Aim for an hour-long event and include breaks if it will be longer. Assign at least one moderator to answer questions, engage participants, and keep time. Interact as much as possible, engaging people with games, polls, and/or Q&A segments.

- **Produce in person:** Use a space large enough to allow for social distancing. Make sure it is easy for everyone to access. Bring ample supplies such as hand sanitizer, disinfecting wipes, and disposable masks. If you plan to take pictures of your event, bring photo release forms. Print name tags and ask coordinators and volunteers to wear matching shirts or dress in the same color.

Follow all state and local health guidelines. Check your [state health department for safety information](#). Read the latest [CDC guidance on events and gatherings](#).

- **Publish:** Post a summary of the event on your website and highlight key aspects on social media. Make sure to tag the accounts of any partners who helped you. Include photos or graphics to gain traction for your posts.

If possible, gather feedback on what participants liked/disliked during this phase. If you have any future activities planned, use this opportunity to promote the next event.