



NATIONAL HEALTHCARE DECISIONS DAY

★ *your decisions matter* ★

Event Planning Checklist

| Event Planning Assignments | Timeline | Person/s Responsible | Task Completed |
|--|------------|----------------------|----------------|
| Confirm event date and time | 3-6 months | | |
| Develop a budget | 3-6 months | | |
| Reserve event location | 3-6 months | | |
| Contact potential sponsors if needed | 3-6 months | | |
| Identify target audiences to promote the event | 3-6 months | | |
| Contact/Confirm speaker if needed Note: A PowerPoint presentation is available at www.nationalhealthcaredecisionsday.org (under “educate your community”) | 3-6 months | | |
| Copy/Print flyer/poster - template available at www.nationalhealthcaredecisionsday.org (under “educate your community”) | 2-4 months | | |
| Post event in newsletters and/or on Website | 2-4 months | | |
| Develop marketing plan | 2-4 months | | |
| Recruit volunteers to assist with marketing and assist with event | 2-4 months | | |
| Draft program agenda | 2-3 months | | |
| Contact refreshment venues | 2 months | | |
| Distribute event flyers/posters/mailling | 2 months | | |
| Develop PR or press kit from materials available at www.nationalhealthcaredecisionsday.org (under “educate your community”) | 2 months | | |

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| Rent chairs, tables, projector or other equipment if need | 2 months | | |
| Find state approved advance directive to distribute at event | 1-2 months | | |
| Finalize presentation if needed -Edit PowerPoint presentation to contain your organization's information and local resources | 1-2 months | | |
| Hold an information session before the event to educate those working the event if needed | 1 months | | |
| Arrange media interview with local expert – newspaper, radio and/or TV | 3-4 weeks | | |
| Draft room layout | 2-3 weeks | | |
| Finalize volunteer schedule & tasks for event | 2-3 weeks | | |
| Review AV needs and confirm reservations | 2-3 weeks | | |
| Print final program | 1 week | | |
| Print handouts | 1 week | | |
| Print participant sign-in forms and feedback forms located in Toolkit | 1 week | | |
| Finalize and confirm refreshments | 1 week | | |
| Print badges if need | 1 week | | |
| Make signs to direct attendees to event location/room | 1 day | | |
| Set up event location, registration area, put up signs, etc. | 1 day | | |
| [Add more items if need to this checklist] | | | |
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| After event: Summarize participant feedback forms and media coverage | | | |
| Complete NHDD evaluation | | | |
| [Add more items as needed to this checklist] | | | |
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