



## **GAPABA EVENT PLANNING CHECKLIST: VIRTUAL & IN-PERSON EVENTS**

### **4 – 5 WEEKS: DETERMINE DATE/TIME, SPEAKERS, THEMES, TOPICS**

- DETERMINE DATE/TIME, SPEAKERS, THEMES, TOPICS** and notify **PROGRAMMING COMMITTEE & COMMUNICATIONS ADMIN.**
- ZOOM EVENT:** Decide if you want a **WEBINAR** style v. **MEETING** style of Zoom
  - **WEBINAR:** Only speakers are visible. Need to provide individual Zoom links to speakers in advance.
  - **MEETING** style is more interactive, but possibly disruptive. Not ideal for events with > 50 attendees
  - Designate **Moderator** for any live Q&A or how you want to do this
- IN-PERSON EVENT:**
  - Estimate budget – get approval from Officers/Board. Submit receipts to Treasurer online.
  - Conduct site selection/site visit
  - Make decisions regarding capacity and theme of event
  - Pricing: Is this free? Tiered? Comped for VIPs/Judges? Discount for students?
  - COVID protocols – clarify

### **3 – 4 WEEKS: MARKETING PLAN**

- For events with SPEAKERS:** Obtain bios/headshots, finalize date/time, send to Programming/Comms
- DESIGN FLYER:** Turnaround time for FLYER and approval: 2-4 days; Programming team will create Website event page. We have a GAPABA Canva account
- FIRST** E-blast/social media starts ideally 3 weeks in advance: FB, LinkedIn, IG
- ZOOM EVENT: Broadcasting/Recording:** Confirm consent to have the Zoom recorded and broadcast live on our GAPABA FB page? We will also do some post-production on the recording, and will then later post that on our Youtube page

### **2 – 3 WEEKS: BRAINSTORMING RUN OF SHOW/PRESENTATION**

- Brainstorm your materials, presentation, and **TIMING** for Run of Show.
- Assemble your volunteer team and provide information to Officers/Programming team if you need assistance with carrying out your ideas
- SECOND** E-blast/social media starts ideally 3 weeks in advance: FB, LinkedIn, IG
- ZOOM:**
  - Presentation: If you have your Powerpoint or Videos, please provide to Zoom or tech coordinator in advance. Identify **WHO** will be the Zoom/Tech Coordinator.
  - ZOOM Format: **BREAKOUT SESSIONS? VIDEO SKITS? ZOOM POLLING?** Talk to Programming to create Zoom Link and send out with reminders at 2 weeks
- IN-PERSON:**
  - Does event need microphones/speakers? Confirm with venue who is handling these AV logistics (e.g. with a law firm, they usually have a tech person).
  - Any directional signage needed? Instructions for venue: driving directions, parking, COVID protocols



### **1 – 2 WEEKS:**

#### **ZOOM EVENT:**

- Programming Comm to send Zoom Link/Reminders 1 week, day before and day of to attendees. Keep Comms advised of any last minute changes/additional speakers, additional topics, etc. if Flyer needs to be updated
- Do you need a branded **Zoom background or POLLING QUESTIONS**? Please request at least 3 days in advance

**IN PERSON:** Send out reminders to register. If oversold, ask for cancellations.

### **3 – 5 DAYS BEFORE:**

#### **ZOOM EVENT:**

- **Technical Run-Through:** Set up ZOOM technical practice with speakers within 1 week of event. Ideally should be at least 3-5 days before, to work out any issues, together with at least 1 Comms person. Technical support is in background assisting to make sure the Zoom runs smoothly (letting folks in from waiting room, muting/disabling video in case of noise/visual disruptions, monitoring technical issues, watching timing)
- Finalize **Run-of-Show for TIMING:** Work out any issues, and to understand program flow. NOTE: Always begin with intro about GAPABA/committee; End with plugging GAPABA/next event, thanking speakers/volunteers

**IN PERSON:** Print nametags, review guest list, confirm attendance

### **DAY OF EVENT:**

**ZOOM:** Zoom link will go live 1 hour to 30 min in advance of event for speakers. Comms to set up livestream. Schedule a Post-event Debrief Zoom (if you're having one), or schedule one later. This is for network with your speakers, discuss successes, review any issues, or suggest future improvements. Programming can send a separate post-event Zoom link. Obtain testimonials from participants/speakers for GAPABA marketing.

**IN-PERSON:** Volunteers (if any) arrive at least 1 hr – 30 min before hand to set up registration table. Set out nametags, familiarize with layout/restrooms, handle any COVID protocols. Need to designate point person for any issues.

### **2 – 4 DAYS AFTER EVENT:**

**Post-Zoom catch up/debrief:** If you didn't do a Zoom debrief right after the event, we recommend one later so Comm Chairs/Organizers get their ROI with their VIP speakers. You can schedule this like a Happy Hour. Programming can send a separate post-event Zoom link. Obtain testimonials from participants/speakers for GAPABA marketing.

**In-person event debrief:** Review successes, any issues, or suggest future improvements. Obtain testimonials from participants/speakers for GAPABA marketing