



GAPABA EVENT PLANNING CHECKLIST: IN-PERSON & VIRTUAL EVENTS

4 – 5 WEEKS: DETERMINE DATE/TIME, SPEAKERS, THEMES, TOPICS. NOTE: If this is a larger event (200+), start planning 5-6 weeks in advance.

- DETERMINE DATE/TIME:** RESERVE DATE ON GAPABA CALENDAR.
- DETERMINE SPEAKERS, THEMES, TOPICS** and notify **PROGRAMMING COMMITTEE & COMMUNICATIONS ADMIN.**
- IN-PERSON EVENT:**
 - Estimate budget – get approval from Officers/Board. Submit receipts to Treasurer online using Google sheet.
 - Conduct site selection/site visit
 - Make decisions regarding capacity and theme of event - Flyer
 - Pricing: Is this free? Tiered? Comped for VIPs/Judges? Discount for students?
- 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

3 – 4 WEEKS: MARKETING PLAN

- Submit [ONLINE FORM for Event/News](#) with event details.
- For events with SPEAKERS:** Obtain bios/headshots, finalize date/time, send to Programming/Comms
- CREATING EVENT FLYER:**
 - **IF YOU ARE DESIGNING YOUR OWN FLYER:** You may request GAPABA Canva Account login access to create your own design. Please provide the finalized flyer to Communications@gapaba.org in PNG format, or share the flyer on Canva. For all event registration information: indicate gapaba.org/events
 - **IF YOU ARE NOT DESIGNING YOUR OWN FLYER:** You must specifically REQUEST in a timely manner so that Programming or Communications team design the flyer. **Please email communications@gapaba.org.**
 - **Events with 100+ attendees:** Programming Committee will design flyers and create the event website registration page. (Bonnie Youn). Please follow up with bonnie@thermnagency.com.
 - **Events with <100 attendees:** Communications Team will design flyers and create the event website registration page (Jennifer Langley/Gina Reilly). Please follow up with registration@gapaba.org.
- 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
- 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
- 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

1 – 2 WEEKS:

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

2 – 5 DAYS BEFORE:

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

DAY OF EVENT:

- 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.
- 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.



2 – 4 DAYS AFTER EVENT:

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