



EVENT PLANNING & MARKETING TIMELINE

Recommended Event Planning Cycle

Finalize theme/topic,
date, time, speakers
and marketing plan

4-5 WEEKS

Send all information
to Communications
Team. They will assist
you in designing a
FLYER

5 WEEKS

Request bios &
headshots of panelists.
Confirm who will appear
at event.

Turnaround for
FLYER is 2-3 days.
Comms team will
confirm final version

Communications
Team will create
website event page &
Zoom Link

2 WEEKS

REMINDERS sent to
Attendees

3-4 WEEKS

Marketing (E-blasts/
social media)
optimally begins 3-4
weeks before event

<1 WEEK

Technical Rehearsal
for Zoom +
Final Reminders



Timing & Reminders

- **TIMING: FIRST** E-blast and social media push starts ideally 3 weeks in advance: FB, LinkedIn, IG

www.gapaba.org



- **REMINDERS:** Comms to send Zoom Link/Reminders at 2 weeks, 1 week, 1 day before, and day of to registrants
- Keep Comms advised of any last-minute changes/additional speakers, additional topics, etc. in case FLYER or information dissemination needs to be updated



ZOOMS: Determine Style of Event

Webinar

- Only speakers are visible.
- Need to provide individual Zoom links to speakers in advance.

Other Considerations

- Designate **Moderator** for any live Q&A or how you want to do this?
- Do you want **LIVE POLLS** during the event? Talk to COMMS

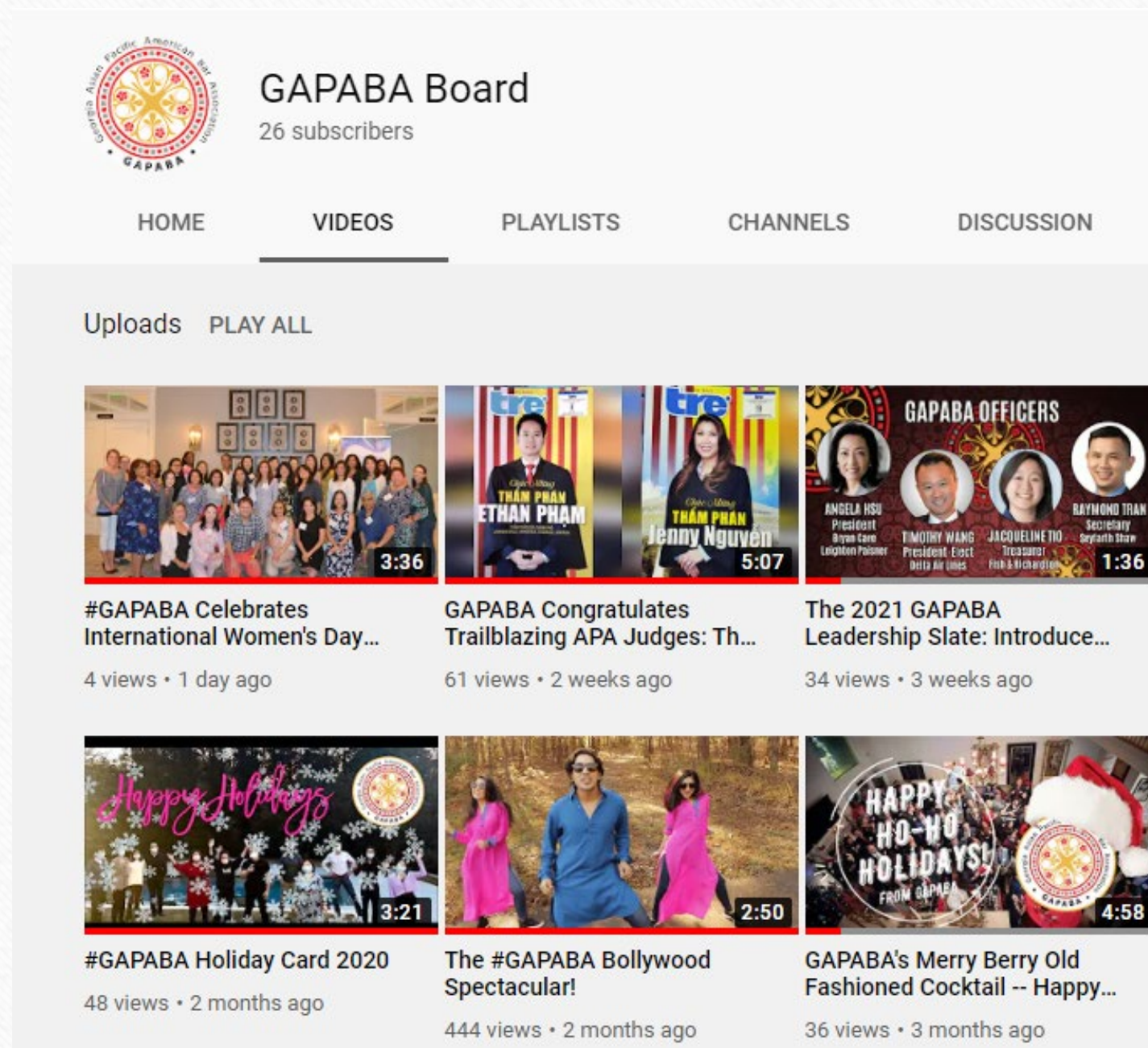
Meeting

- Style is more interactive, but possibly disruptive.
- Not ideal for events with > 50 attendees





Broadcasting | Recording



- Confirm consent to have the Zoom recorded and broadcast live on our **GAPABA Facebook page?**
- We will also do some post-production on the recording, and will then later post that on our **Youtube** page



BRAINSTORM PRESENTATION

- Provide ideas 1-2 weeks in advance to Comms team if you need assistance
- **If Speakers have their own slides/videos**, please provide at least 1-2 days in advance. If you would like us to share that as a handout in advance or after the event, Comms can disseminate
- Do you need a branded **Zoom background or Zoom Polling?**
Please request at least 3 days in advance
- **Bells & Whistles:**
 - **BREAKOUT SESSIONS**
 - **VIDEO SKITS?**Talk to Comms how we can help!



Technical Run-Through

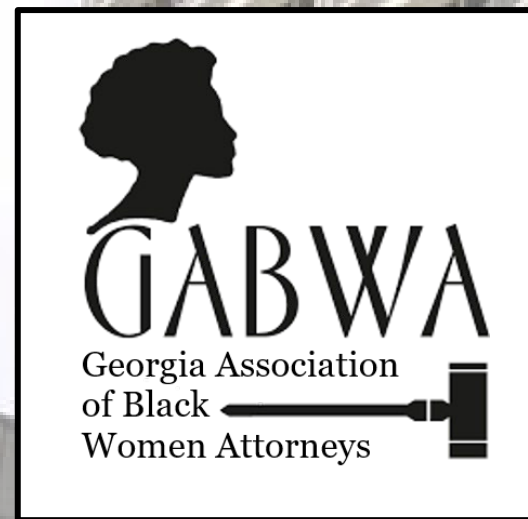
- Set up **ZOOM** technical practice with speakers and COMMS within **1 week of event**. Ideally should be **3-5 days** before, to work out any issues, with at least 1 Comms person.
- **COMMS** assists to make sure the Zoom runs smoothly: letting folks in from waiting room, muting/disabling video in case of noise/visual disruptions, monitoring technical issues, watching timing
- Plan your **Run-of-Show** for **TIMING**, to work out any issues, and to understand program flow
- **Zoom link** for speakers will go live 1 hour to 30 min in advance of event.
- Always **BEGIN** with intro about GAPABA/committee
- **END** with plugging GAPABA/next event, thanking speakers/volunteers



The United States Attorney's Office, Northern District of Georgia

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What You Need to Know





Post-Zoom Catch-up/Debrief



**VIRTUAL
HIGH FIVE!**

- After an event, we have found many times that the speakers and organizers enjoy having a 15-30 minute Zoom debrief, or even a Wine Down.
- You can do the debrief right after the event, just to high-5 the successes, review any issues, or suggest future improvements.
- Comms can send a separate **post-event Zoom link**



Post-Event Survey

- Note that we will be starting up a trial post-event SurveyMonkey to get feedback on all GAPABA events this year.
- Get feedback from attendees to rate event -- successes, and what can be improved

