## EVENT PLANNING & MARKETING TIMELINE

### Recommended Event Planning Cycle

<table>
<thead>
<tr>
<th>3 - 4 WEEKS</th>
<th>5 WEEKS</th>
<th>2 WEEKS</th>
<th>&lt;1 WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing (E-blasts/social media) optimally begins 3-4 weeks before event</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communications Team will create website event page &amp; Zoom Link</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>REMINDERS sent to Attendees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical Rehearsal for Zoom + Final Reminders</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **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
Timing & Reminders

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

• **REMINDEERS:** 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

[www.gapaba.org](http://www.gapaba.org)
ZOOMS: Determine Style of Event

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

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
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
Interested in Becoming an Assistant U.S. Attorney?
What You Need to Know
Post-Zoom Catch-up/Debrief

• 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