

# FedStrive Event Planning

Don't miss a single detail. Use this comprehensive event-planning outline to help ensure that your next event is a complete success.

## 1. DEFINE BROAD EVENT PARAMETERS

- a. Theme/Observance
- b. Date
- c. Time
- d. Location

### i. Things to consider when choosing the location:

- 1) Is this a high-traffic area? Is this location conducive to high participation?
- 2) Is the space easy to locate for event participants?
- 3) Is the space accessible to outside federal participants (if applicable)
- 4) How many exhibitors can your space hold?
- 5) How many exhibitors do you plan to invite?
  - a) Consider both internal exhibitors (FOH EAP, Environmental Health, clinical and fitness, for example) and
  - b) External (United Way, Red Cross, NIH, for example).
- 6) Who manages the space where you want to hold the event? Do you have their contact information?
- 7) What is the electric and IT capacity for the space you intend to use?
- 8) What is the audio/visual capacity of the space?
- 9) Is there a stage or podium for VIP's to use during speeches?
- 10) Does the space need to be reserved?
  - a) How far in advance can it be reserved?
  - b) Are there any costs associated with reserving the space?
- 11) Are there any costs associated with audio/visual or IT support?
- 12) If computers are needed to run or display PowerPoint slides, can you use your own or will you need to obtain computers elsewhere?
- 13) If you are able to use your own computers, are they compatible with the system in the event space?
- 14) Is there adequate room for a fitness demonstration or a fitness video game console (e.g., Nintendo, Wii Fit, etc.)? These activities are often very popular during an event.

## 2. DEFINE SPECIFIC EVENT PARAMETERS

### a. Speakers? If so:

- i. Determine the most appropriate speakers for the theme of the event and those who would potentially draw the largest crowd (generally VIPs such as HHS leadership, celebrities, athletes, etc., draw a large crowd)
- ii. Identify the specific speakers chosen

### b. Speakers – once identified:

- i. Determine order of speakers with the “most VIP” person speaking last. This should be determined based on rank, seniority, audience draw, and other factors, all of which should be carefully considered after discussions with senior officials at the event site as well as FedStrive leadership.



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- ii. Place speaking times when the largest audience is most likely to be present
- iii. Recommend no more than 20-25 minutes for speeches in total—even shorter is better
- iv. Send speaker invitations at least three months in advance of the event (VIPs may require even further advanced requests); If a VIP is chosen to speak, contact the VIP office regarding protocol, formats and timelines for invites
- v. Confirm speaker attendance and that they understand the amount of time allotted for them to speak.
- vi. If requested by the speaker, draft talking points in collaboration with the FOH Center of Health Communications (CHC)
- vii. Request speaker high-resolution picture for inclusion in bio slide (if using slideshow during event)
- viii. Request speaker short bio for inclusion in their bio slide (if using slideshow during event)

### **c. Exhibitors**

- i. Identify exhibitors early in the process
- ii. Send exhibitor invitations (usually via email) considering the following:
  - 1) How we envision their participation in the event as mutually beneficial
  - 2) Security protocol for your building/locations
  - 3) Include date, time, and location
  - 4) Identifying points of contact on your side and theirs
  - 5) Identifying deadlines for confirming or declining participation
  - 6) Asking the exhibitor if they have any special requirements or requests
    - a) Number of tables needed
    - b) Will they need or require electricity
    - c) Will they need or require IT capacity
- iii. Provide the exhibitor pertinent logistical information (e.g. address, parking instructions, event and set up times, etc.)
- iv. Follow up with the invites on a schedule via phone or email
  - 1) 8 weeks prior
  - 2) 4 weeks prior
  - 3) 1 week prior
  - 4) Day before event
- v. On the day of the event
  - 1) Plan to meet (or have a volunteer meet) vendors as they arrive (designate set-up time as an hour before the event is scheduled to begin)
  - 2) Place the table signs on each exhibitor table during room set-up

### **d. Location**

- i. Survey the space you plan on using for your event.
  - 1) How many tables will be needed?
  - 2) How many chairs will be needed?
  - 3) How many easels (for posters) will be needed?
- ii. Will tablecloths be provided with the tables? Create a floor plan
  - 1) Identify IT and electrical sources
  - 2) Identify locations for promotional materials such as banner bugs and posters
  - 3) Determine easel locations



- 4) Determine podium locations (if applicable)
- 5) Map out exhibitor tables and other exhibits (take into consideration exhibitor IT and electric needs identified)
- iii. Determine if music will be played during event (recommended)
- iv. Determine if a PowerPoint deck will be used for presentations and throughout the event as a backdrop
- v. Set up a planning meeting with the staff that manages the event space; discuss any outstanding issues or requirements

### 3. MARKETING THE EVENT

Ensure you utilize the existing toolkits for event promotion to meet FOH/FedStrive branding guidelines:

- a. **Newsletter** – If your location provides or has access to a newsletter, ensure you advertise your event.
- b. **Posters** – Created by the Center for Health Communication, these 24" x 36" displays require a minimum of four weeks for CHC to create. Begin work with them at least two months in advance on any posters you may need. Keep in mind you will want to have the posters displayed for at least two weeks prior to your event.
- c. **Flyers** – These 8.5" x 11" advertisements can be created locally using the templates created by CHC. They are easy to use and post in common areas.
- d. **Chy TV (PowerPoint)** – Generally, these are the PowerPoint version of the flyers above. They can be used to display your event on monitors around your building or on the TV's or monitors in your health clinic or fitness center.
- e. **Wellness committee** – Engage the local wellness committee. Make sure they are aware of, and involved in, your event. Provide them with flyers in advance and encourage them to share with their respective offices. Also, ask members of the wellness committee to volunteer for the event.
- f. **Leadership meetings** – If appropriate, when attending any meetings, mention the event that you are planning. Invite them to attend and spread the word.
- g. **Social media** – If established, use social media tools to get the word out.
- h. **Day-of handouts** – These half-sheet hand outs are developed by CHC at the same time posters are created and have the same design theme. They are handed out at the entrances of the buildings (where you expect participants to come from) the morning of the event but, prior to the start of the event.
- i. **Emails** – This is the most common way of informing and inviting people to your event. Establish a schedule appropriate for your location to send out information. Suggested formats and content are in the toolkit.

### 4. STAFFING THE EVENT

- a. **Run of show** – This document is a timeline of actions during your event and is generally only needed when there are speakers. It is a valuable tool in organizing what happens when, where, and by whom.
- b. **Staffing matrix** – This document is used to identify your staffing needs. For example, if you are running a flu shot event, how many nurses will you need? Will you need staff at a greeting table? Will you need additional staff to provide any health screening you are conducting?
- c. **Volunteers** – Additional staff may be needed to manage your event. Once you complete your staffing matrix you may identify areas where volunteers are needed. Identify these needs early and seek people to take on these roles.
- d. **Wellness committee** – The wellness committee is a great place to seek volunteers for the event. Reach out to them early and ask for commitments.
- e. **Photography/Video** – Have you identified a photographer? Taking photos or video of your event is a great way to promote future events. Consider sending photos and videos to *The Pulse*, the FOH newsfeed, so the rest of FOH is aware of the good work you are doing. Also, VIPs often like to be associated with health promotion events and working with their office to provide a photographer is great way to meet their needs and FOH's.



## 5. POST-EVENT ACTIONS

- a. Participation
  - i. **General** - Collect the participation numbers from the event greeters. They are the staff responsible for keeping a running tab on the number of participants. This is understood to be a general number understanding that there is ebb and flow in a large event.
  - ii. **Specific** – If screenings were conducted, utilize sign-in sheets or another tool for tracking participation.
- b. **Break down** – Have all the volunteers participate in the breakdown of your event. This includes putting away and accounting for any banner bugs, posters, easels, or other items you may have used. Ensure that you have returned and accounted for any equipment from the clinic.
- c. **After-action report** – Set up a meeting with those involved in the planning of the event to identify areas of success and improvement. It is important to document this especially if you plan to have a similar event on an annual basis.
- d. **Thank-you notes / certificates of appreciation** – If you have had VIPs attend your event, send them thank you letters. Create and sign certificates of appreciation for volunteers. If you have good photos/videos of them from the event or news clippings from any media coverage, you might consider including them with the thank-you note.

### NOTES:

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