ACADEMY EVENT CHECKLIST

Plan, promte, and share your next academy event

For academy teams: Work through each phase to organize marketing and communication tasks before, during, and after your event.

1 **BEFORE** 4–8 weeks out › 2 **DURING** Event day › 3 **AFTER** Within 1 week

1 BEFORE THE EVENT

Branding

- [ ] Create a name for the event
- [ ] Design academy-branded name tags with social media information
- [ ] Coordinate staff attire with academy branding
- [ ] Display academy banners and signage at the entrance and check-in table

Promotional materials

- [ ] One-pagers and event flyers (templates in the ASH Marketing Library)
- [ ] Custom NAF academy logo (Custom Logo Request Form)
- [ ] Banners and tablecloths (store.naf.org/academy-branding)
- [ ] Giveaways: shop store.naf.org, or ask your PM about NAF swag for your event

Online and digital campaigns

- [ ] Set up an RSVP system (e.g., SurveyMonkey, Jotform, Eventbrite)
- [ ] Send email invitations (tips for families in the Guide to Communication With Parents)
- [ ] Create a promotional webpage or social post
- [ ] Create an event hashtag and share it in every invitation

Publicity and public speaking

- [ ] Prepare a press release or media advisory
- [ ] Develop talking points with Primary Messages for Student Recruitment, reach out to press, and prepare speakers
- [ ] Create a slide presentation using general or custom slides
- [ ] Collect media release forms before photographing or filming students

2 DURING THE EVENT

Social media

- [ ] Assign students and staff to post and boost engagement
- [ ] Follow the event hashtag and reshare guest posts
- [ ] Tag @NAFCareerAcads so NAF can share your posts

Multimedia and handouts

- [ ] Capture photos (hire a photographer or involve students)
- [ ] Record video (hire a videographer, use school resources, or involve students)
- [ ] Hand out the About NAF for Students flyer

3 AFTER THE EVENT

- [ ] Postarecapwithphotoson social media and your academy webpage
- [ ] Share highlights in your family newsletter
- [ ] Thank partners, volunteers, and speakers
- [ ] Debrief with your academy team: what to keep or change next time

Plan your event Add your event to the academy team calendar.

Event name _____ Event lead _____ Date _____