

Event Checklist



Here is a checklist for your event to help organize marketing and communication tasks

Branding

- Create a name for the event
 - Design branded nametags with social media information
 - Coordinate staff attire with branding
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Online and Email Campaigns

- Send mass email invitations
 - Create a promotional webpage
 - Set up an RSVP system (e.g., Survey Monkey, Jotform, EventBrite)
 - Create a form to collect additional information (e.g., email addresses)
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Promotional Materials

- One-pagers and event flyers (templates available in [ASH](#))
 - Signage and banners (allow 2 weeks' notice)
 - Giveaways (visit store.naf.org for apparel and swag; allow 4 weeks' notice)
 - Custom NAF logo (contact communications@naf.org)
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Social Media

- Create a hashtag to monitor online discussions throughout the event
 - Assign students and staff the task of increasing social media engagement during the event
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Publicity/Public Speaking

- Prepare a press release or media advisory
 - Conduct press outreach and develop talking points
 - Create a PowerPoint with either general or custom slides
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Multimedia

- Arrange photography (hire photographer or involve students)
- Organize video production (hire videographer, use school resources, or involve students)

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