

Event Checklist

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



Branding

- Create a name for the event
- Design academy branded nametags with social media information
- Coordinate staff attire with academy branding

Online and Digital Campaigns

- Set up an RSVP system (e.g., Survey Monkey, Jotform, EventBrite)
- Send mass email invitations
- Create a promotional webpage or social post
- Encourage attendees to share pre, during, and post event

Promotional Materials

- One-pagers and event flyers (templates available in ASH)
- Custom NAF logo (Complete the [Custom Logo Request Form](#))
- Banners & tablecloths (visit store.naf.org/academy-branding)
- Giveaways (visit store.naf.org for apparel and swag; contact your PM to submit a Shipping Request Form for a chance to receive NAF swag for your event)

Social Media

- Create a hashtag to monitor online discussions throughout the event
- Assign students and staff to post and boost social media engagement during the event

Publicity/Public Speaking

- Prepare a press release or media advisory
- Develop talking points ([NAF Messaging](#)), conduct press outreach, and prepare speakers
- Create a PowerPoint with either general or custom slides

Multimedia

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