



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
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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
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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)
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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
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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
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Multimedia

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