*This event check list includes recommended tasks to help you plan your marketing and communications needs for your upcoming event. For more information, please email* [*communications@naf.org*](mailto:communications@naf.org)*.*

**Branding**

* My event needs a name

**Online and Email Marketing**

* Mass emails inviting people to my event
* Web page promoting my event
* An RSVP mechanism to collect attendance (NAF recommends Survey Monkey, Jotform, or EventBrite)
* A form to collect additional information (such as email addresses)

**Marketing**

* One pagers
* Signage (please allow at least 2 weeks’ notice for signage needs)
* Banner
* Give-aways/swag (You may visit store.naf.org for apparel/swag orders. Please allow at least 4 weeks’ notice)
* A flyer to promote my event (NAF has templates available)
* A custom logo (contact [communications@naf.org](mailto:communications@naf.org) for your custom NAF logo)
* Other marketing materials

**Social Media**

* A hashtag to track online conversation at my event
* Active social media use during the event (assign students and staff)

**Publicity/Public Speaking**

* A press release/media advisory
* Press outreach
* Talking points
* A PowerPoint (general or custom slides)

**Multimedia**

* Photography (Will we hire a photographer, use school resources, or involve students)
* Video (Will we hire a videographer, use school resources, or involve students)

**Other**

* Nametags with branding and social media
* Staff attire with branding