



EVENT PLANNING CHECKLIST

4 WEEKS TO EVENT



Development

<input type="checkbox"/>	Determine event goals and target audience
<input type="checkbox"/>	Brainstorm guest panelists and moderator
<input type="checkbox"/>	Brainstorm promotional and co-presenting partners
<input type="checkbox"/>	Set date and time of event

Pre-Production

<input type="checkbox"/>	Contact panelists, moderators and promotional partners to confirm participation
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3 WEEKS TO EVENT



Pre-Production

<input type="checkbox"/>	Finalize panelists, moderators and promotional partners.
<input type="checkbox"/>	Finalize all screening content: Make sure content is uploaded to COVE, Vimeo or YouTube (unlisted or public)
<input type="checkbox"/>	Create screening preview and intro (optional, but highly suggested): Preview Card - 10-minutes of image/text/music preview for early arrivals (660x370p) Usable Sample: https://youtu.be/IbmPPxaOKBQ Intro - 15 second text or live-action intro to the event Usable Sample: https://youtu.be/GIK0k-v5PQo Upload original preview card and intro to YouTube (unlisted or public)

Pre-Production Con't

□	Create all assets: 1. Complete list of all YouTube (URL's), Vimeo and PBS content for screening - including intro 2. Complete list of polls or announcements to take place during event 3. Cover image for screening room (for all OVEE generated emails and promotion) 4. Square (64x64) photograph of each panelist and moderator 5. Panelist and Moderator NAMES, EMAILS, PHOTOS, BIOS and WEBSITES 6. Screening Welcome Message/Description 7. Intro Images sizes: Must be less than 200KB in size, and 510x286 in dimension to avoid pixelation 8. Info for Marquee: a. Active button text and link b. Partner logo and URL: If you have more than one partner please combine all logos into one image before sending.
□	Create screening in OVEE

Promotion

□	Once screening link is created make promotional materials: 1. Email blasts w/ image 2. Facebook & Twitter language 3. Any other promotional images/materials you'd like
□	Share all promotional materials with Partners, Panelists & Moderators. Encourage them to send email blast to their list and promote on social media/websites.

2 WEEKS TO EVENT

Promotion

□	Post event link and promotional materials to various websites, online calendars and social media
□	Send email blast to lists
□	Prepare & finalize questions for panelists and discussion prompts for audience, resource links and on-the-fly polls for event
□	Schedule & create two test screenings: 1. Test screening for the organization only FIRST 2. Test screening for the moderators AND panelists (this can be done 30 minutes before event - if necessary).

□	Once the test screening dates are confirmed send confirmation email to panelists and moderators with link to the TEST OVEE Event.
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Promotion Con't

□	<p>If you are live streaming, conduct a live stream test so you are familiar with how the software works. You don't need access to OVEE for this test. Conduct test no earlier than a week out since GHOA releases frequent updates.</p> <p>Streaming options:</p> <p>1. GoogleHangout OnAir/YouTube Live: https://support.google.com/plus/answer/2553119?hl=en</p> <p>2. UStream (must have account): http://info.ustream.tv/rs/239-SED-502/images/Getting%20Started%20With%20Video%20Streaming.pdf</p> <p>3. Livestream https://livestream.com/</p>
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1 WEEK TO EVENT



Promotion

□	Remind partners and panelists to send promotional email to their lists
□	Add event announcement to website, remind partners to do the same
□	Publish 'save the date' social media posts

Pre-Production

□	Conduct TEST screening.
□	For the test: Have prepared questions for panelists, discussion prompts for audience, resource links & on-the-fly polls you may want to add during the event.

WEEK OF EVENT



Pre-Production

<input type="checkbox"/>	Finalize Run of Show
<input type="checkbox"/>	Send Run of Show script to ITVS & Panelists



Promotion

<input type="checkbox"/>	Publish social media posts
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DAY OF EVENT



Pre-Production

<input type="checkbox"/>	Moderator should have prepared questions for panelists, discussion prompts for audience, resource links & on-the-fly polls they may want to add during the event.
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Promotion

<input type="checkbox"/>	Promote heavily during the day and remind partners to do the same
<input type="checkbox"/>	Send reminder email to list one hour before event (OVEE automatically sends only to those who have already RSVP'd)
<input type="checkbox"/>	Post event to social media morning of event AND at start time.

DURING EVENT



Production

<input type="checkbox"/>	Open the screening room 10 minutes before start time.
<input type="checkbox"/>	Moderators and panelists should arrive to event 10 minutes before start time. "promote" designated moderators to moderator status via the chat box.
<input type="checkbox"/>	Moderators hit start to begin previews/music
<input type="checkbox"/>	During previews - as people arrive - moderators should: 1. Welcome audience in chat window. 2. Let audience know the screening will begin shortly. 3. Introduce Moderator and panelists and invite questions from the audience. 4. Invite Attendees to share the event link on Facebook or Twitter.

□	<p>Once screening has begun:</p> <ol style="list-style-type: none"> 1. Post any on-the-fly polls. 2. Pose questions to both panelists and audience.
□	Live tweet quotes or facts from the OVEE event on twitter.



Production

□	<p>When screening content has finished:</p> <ol style="list-style-type: none"> 1. Thank everyone for coming 2. Encourage continued discussion 3. Post resource links 4. Hit END SCREENING after all discussion has ceased
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AFTER EVENT



Post-Production

□	Send thank you notes to all panelists, moderators and partners
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