



ONLINE SCREENING PLANNING CHECKLIST

4 WEEKS TO EVENT

- Determine event goals and target audience
- Brainstorm content from YouTube or COVE
- Set date and time of event
- Brainstorm guest panelists and a guest moderator
- Brainstorm promotional and co-presenting partners

3 WEEKS TO EVENT

- Invite promotional partners, panelists, and moderators
- Create OVEE screening link
- Create promo materials (including social media posts) and share with partners

2 WEEKS TO EVENT

- Confirm your panelists and partners
- Post event link to various websites and online calendars
- Schedule test screening for next week
- Identify additional promotional outlets and share promo materials

1 WEEK TO EVENT

- Finalize and upload content on YouTube or COVE
- Consider adding promotional previews to play before your event begins
- Test Ustream with studio technicians (only if live streaming event)
- Run test OVEE screening for panelists and partners
- Send marketing email to station lists
- Remind partners and panelists to send an email to their lists
- Publish “save the date” social media posts

WEEK OF EVENT

- Run any final tech checks
- Add event announcement to station homepage, remind partners to do the same
- Finalize your event run of show
- Add pre-programmed polls or announcements to your event timeline

DAY OF EVENT

- Promote heavily throughout the day and remind partners to do the same
- Send reminder email the hour before the event
- Post event to social media morning of and at event start time

DURING EVENT

- Open event 10 minutes before start time to welcome early arrivers
- If you have selected previews play before the event begins
- Invite attendees to share the event link on Facebook or Twitter
- At event start time, press play on your feature content and post a welcome message
- Introduce moderator and panelists and invite questions from audience
- Live tweet quotes or facts from the OVEE event on Twitter
- Pose questions to both the panelists and the audience
- Share links to resources where people can find more info or tune-in info
- Thank everyone for coming

AFTER EVENT

- Send thank you notes to all panelists, moderators, and partners
- Prepare report and/or documentation of event results