

Putting the Event Together

- Location – What setting do you need to contribute to the event’s message? Do you need a place for a stage and banners? What is the walking distance for parking, food, activities?
- Event Components – Do you need entertainment, speakers, celebrities, elected officials, music, food, fireworks, re-enactments, arts and crafts? Consider your goals and theme to help decide.
- Audience – Is the audience adults? Children? Both? Locals? Tourists? How much will you need to explain in the program to ensure understanding of the event’s significance?
- Scheduling – Create an outline of your program. Consider:
 - ✓ Is your event an opening or closing part of a larger program?
 - ✓ What speakers and entertainment do you want?
 - ✓ Issue invitations with plenty of lead time. Confirm participants.
 - ✓ Check on protocol for elected officials order of speaking.
 - ✓ Estimate how long you want each speaker to speak and how long the entertainment will be.
 - ✓ Write remarks for speakers. Write the length of time next to their remarks. (Time this to be sure.)
 - ✓ Provide participants with a copy of the entire program.
 - ✓ Brief participants on arrival time, attire, location.
 - ✓ Include “gathering” music to draw people to the event.
 - ✓ Incorporate audience participation.
 - ✓ Thank sponsors on the program or on banners.

