

EVENT PLANNING CHECKLIST

Once you have defined your target audience, objectives and framing, begin planning your *Dear Mandela* screening.

Visit <http://dearmandela.com/?q=node/102> to download the official poster & photographs.

PRELIMINARY PLANNING

at least 6 weeks ahead

- Book the venue and date for your screening.** Be sure to confirm the basics:
 - Is the screen big enough for your audience?
 - Does the venue have a DVD player, projector and adequate speaker system?
 - If you'll be setting up a panel or reception, are there enough mics, tables and chairs?
- Recruit local organizational partners** and individuals to broaden your reach, and assign them roles (such as publicity, panelist coordination, and reception planning).
- Determine speakers, panelists, performers and a moderator**
- Create your flyer, email blast and press release.**

LOGISTICAL PLANNING AND INITIAL OUTREACH

3 to 4 weeks ahead

- Get the word out electronically** (Facebook, Twitter, etc). Make sure to include a contact, your website and RSVP information, if applicable.
- Check all of your equipment** with the DVD you'll be using for your event.
- Secure refreshments for reception** (if applicable).
- Draft event agenda and vet with partners.**

MORE LOGISTICAL PLANNING

2 weeks prior

- Send out press releases** to media outlets (local newspapers, TV stations and/or radio programs) and let them know about your event. Be sure to identify a press-person who you will follow up with later.
- Contact community calendars** and online event sites about your event.
- Post your flyer** in high-traffic areas. Be strategic; publicize in areas that your target audience will frequent. Make sure to use the official *Dear Mandela* poster, available at <http://dearmandela.com/?q=node/102>
- Confirm all details with event staff (caterer, venue, IT, etc.), finalize agenda.

MEDIA OUTREACH

10 days prior

- Follow up with press** who expressed an interest in covering the story. Remind them what makes your event unique and important for the community.
- Email or call press-persons** that you identified earlier.

FINAL PLANNING

several days prior

- Test screen your DVD** and event equipment one last time to make sure there aren't any glitches.
- Send a reminder email blast.**
- Make copies of handouts** to distribute at the event. The *Dear Mandela* Discussion Guide includes facts and action steps you could highlight; check our resources page to download it.

AT THE EVENT ITSELF

day of the event

- Have a timekeeper** so that panelists/speakers remain within their assigned time.
- Take photos!** Be sure to send them to dara@dearmandela.com after the event.
- As people arrive, ask them to **sign up** to receive updates from your organization.
- Announce a call to action** or have materials available for attendees to follow up.
- Invite audience members to learn more** about the film and campaign on the *Dear Mandela* website.

AFTER YOUR SCREENING

- Follow up with audience members** and invite them to future meetings and events.
- Upload your event photos** and connect with other fans on the *Dear Mandela* Facebook page. Also send your photos to dara@dearmandela.com.
- Let us know how your event went!** Complete the event evaluation available at <http://dearmandela.com/?q=hostascreening>