

Launch the Event

TASK	WHO IS RESPONSIBLE	DUE DATE	COMPLETED
<p>IF THERE ARE SPEAKERS, SET UP THE BRIEFING STAGE AND LISTENING SPACE</p> <p>If appropriate, set up a sign-in table to collect participant names and contact information. This information can be used to promote future activities. Create a separate sign-in process for the press. Don't forget to have ample agendas, support information and press kits available.</p>			
<p>KICK-OFF THE EVENT</p> <p>Regardless of the event type, it's important to frame it with an introduction to the issue and how this event addresses this challenge. If there's a panel, ensure that the opening lasts no longer than 50 minutes, allowing for time at the end to address audience questions.</p>			
<p>FACILITATE MEDIA INTERVIEWS</p> <p>Interviews can occur prior to, during or after an event. Be sure to scope out locations and times for these interviews, and to identify your media spokespeople in advance.</p>			