

DEC PR committee
Community Outreach Events
Checklist for Event Workers

Two months before event:

- Make sure that your supervisor has scheduled you to work at the event and that the Marketing and Public Relations Specialist (MPRS) is aware of your participation in the event.

One month before event:

- Ensure that you are aware of the times you are supposed to work at the event, what you are expected to do, how to get there, who you will be working with, whether you will need to arrange and/or pay for parking or admission and who to contact in case of any changes. If needed, you can check out a Police parking pass from DEC admin. If you have to pay for admission or parking, keep your receipts to turn in for reimbursement after the event.
- Check on the amount of supplies available. Request extras that might need to be ordered, such as fliers, brochures, giveaways, etc.
- Schedule use of equipment as needed (tablecloth, canopy, standup banner, tabletop display, spinning color wheel, camera, wheeled cart, DEC van, table, parking pass) and make sure you know how to set up and use each one. To drive the DEC van, you must have a city of Richmond driving permit. To use the staff camera, you need to take the DEC photography class.

Two weeks before event:

- Get the cell phone number of your event coworkers and the MPRS, so you can notify each other of any changes in schedules, need for extra supplies, backups, cancellations, etc.
- Make arrangements to carpool with your event coworkers, if parking is limited at event and you are not using the DEC van. Also, make arrangements for transporting, setting up, breaking down and moving the booth and materials at the event.
- Check with MPRS to confirm and practice the games, quizzes, surveys, key messages, count sheets, PowerPoint presentation, etc. that you will be communicating with the public at the event. Make sure that you have contact information for event organizers in case of emergencies or cancellations of the event and confirmation of DEC space and participation.

Two-three days before event:

- Confirm time, location, parking, admission, setting up, etc. for the event.
- Gather and sign-out the needed supplies for the expected number of attendees:
Fliers, brochures, Surveys
Count sheet
Giveaways
Table
Tablecloth
Canopy

Standup banner
Tabletop display
Spinning color wheel
Wheeled cart to move equipment
Camera
PowerPoint presentation on a USB drive

Day of the setup and event:

- Dress for the weather and being on your feet. Take snacks and drinks.
- Arrive as early as possible to make sure everything is ready for the first visitors
- Put out materials in a neat and attractive way
- Make sure that our booth setup catches attention
- Engage the public by asking questions and encourage their participation in quizzes, surveys, etc.
- Keep track of the number of people you talk with on the count sheet and note any important concerns/comments/suggestions of your own, organizers and the public

After the event:

- Return all unused print materials and giveaways
- Return and sign-in all equipment used
- Return count sheet to MPRS
- Inform MPRS of any concerns/comments/suggestions and anything we should consider changing for the next event
- Take care of reimbursement of any fees paid, if needed