



NATIONAL HEALTHCARE DECISIONS DAY

★ *your decisions matter* ★

Event Planning Checklist

Event Planning Assignments	Timeline	Person/s Responsible	Task Completed
Confirm event date and time	3-6 months		
Develop a budget	3-6 months		
Reserve event location	3-6 months		
Contact potential sponsors if needed	3-6 months		
Identify target audiences to promote the event	3-6 months		
Contact/Confirm speaker if needed Note: A PowerPoint presentation is available at www.nationalhealthcaredecisionsday.org (under “educate your community”)	3-6 months		
Copy/Print flyer/poster - template available at www.nationalhealthcaredecisionsday.org (under “educate your community”)	2-4 months		
Post event in newsletters and/or on Website	2-4 months		
Develop marketing plan	2-4 months		
Recruit volunteers to assist with marketing and assist with event	2-4 months		
Draft program agenda	2-3 months		
Contact refreshment venues	2 months		
Distribute event flyers/posters/mailing	2 months		
Develop PR or press kit from materials available at www.nationalhealthcaredecisionsday.org (under “educate your community”)	2 months		
Rent chairs, tables, projector or other equipment if need	2 months		
Find state approved advance directive to distribute at event	1-2 months		
Finalize presentation if needed -Edit PowerPoint presentation to contain your organization’s	1-2 months		

information and local resources			
Hold an information session before the event to educate those working the event if needed	1 months		
Arrange media interview with local expert – newspaper, radio and/or TV	3-4 weeks		
Draft room layout	2-3 weeks		
Finalize volunteer schedule & tasks for event	2-3 weeks		
Review AV needs and confirm reservations	2-3 weeks		
Print final program	1 week		
Print handouts	1 week		
Print participant sign-in forms and feedback forms located in Toolkit	1 week		
Finalize and confirm refreshments	1 week		
Print badges if need	1 week		
Make signs to direct attendees to event location/room	1 day		
Set up event location, registration area, put up signs, etc.	1 day		
[Add more items if need to this checklist]			
After event:			
Summarize participant feedback forms and media coverage			
Complete NHDD evaluation			
[Add more items as needed to this checklist]			