

8 Simple Steps to Successful Program Planning (continued)

☐ Step 6 – The Day Before

This is the day to confirm, confirm, and confirm some more! If you followed steps 1 through 5, everything should be ready to roll. And, if you come across some surprises, today is the day to respond.

☐ Step 7 – The Day Of

It's time to walk through the event. Double check your lists, confirm with any volunteers, pick up equipment, check in on the venue, and meet up with entertainers/speakers prior to the actual event. Once the program gets started, sit back and enjoy!



☐ Step 8 - Follow Up

The most important step may actually be the final step, as it sets the stage for future programming efforts. Thank yous and an evaluation are your number one priorities immediately following the program. Proper etiquette suggests that you should write and send thank yous within 48 hours of the event. Return the equipment and leave the space better than you found it! Ask for feedback and write an evaluation.

What to Include in an Evaluation Report...

- ▲ Identify the goals accomplished
- ▲ Review the positive outcomes and the areas for improvement
- ▲ Provide a financial state of actual expenditures and revenue
- ▲ Attach a list of human resources that supported the event, including co-sponsoring organizations and groups

Take some time
to keep in Mind ...

...the logistics. Keep notes and stay organized. Identify and reserve any equipment you may need. Get handouts copied ahead of time. Take care of refreshments and other materials.

“The Little Things”

Sometimes it's the “little things” that make you and your efforts stand out. For instance...

- Send presenters/entertainers detailed info about where to park and where to go—they may not know the programming space the same way that you do
- Welcome your presenter and help him/her carry materials into the programming space
- Be prepared to turn off the lights if your presenter has a PowerPoint or slide show to share
- Make sure your programming space is accessible
- Have water available for presenters
- Test the equipment beforehand so you're not scrambling when participants get there
- Don't put perishable refreshments out too early—food can go bad and make folks sick
- Offer a proper introduction so your presenter feels welcomed—and valued
- Wrap up the event to give it a sense of closure—lead applause for the presenter, too
- Walk your presenter out and help carry his/her stuff
- Ask your presenter/entertainer for feedback on the event
- Create evaluations and invite participants to complete them following the program
- Have thank you cards in your desk drawer, ready to fill out as soon as the event is over!