Considerations for Event Planning

If you are interested in reserving a table/area at an event (casino, health fair, etc.):

To do:	☑
Send a letter/email to solicit information on the event and express interest:	
• What is the organization?	
• What are the purpose & goals of the event?	
• Request Details	
• Date	
• Location	
• Application & Cost	
• What will be provided for you (e.g. table, chairs, amount of space, etc.)	
• What are other organizations are participating?	
• Explain what your organization/program is	
• What are your purpose & goals in having a table at the event?	
• Include your contact information	
Think about the following:	
• How many people will be needed to plan for the event?	
• How many people will be needed to carry out the event?	
• How much in total will it cost to carry out the event?	

If you are planning your own event:

To do:	☑
Decide where and when the event will take place:	
• Contact potential locations	
• Confirm date	
• Confirm location	
Once you have decided on a location – be sure to keep necessary contacts informed of all planning activities taking place	
Budget:	
• Location of event	
• Food	
• Materials	
• Incentives	
• Insurance	
Documents necessary:	
• Application	
• Contracts	
• Agreements	
• Etc.	
Send a letter/email to solicit interest from potential participants/attendees:	
• What is your organization? (e.g. NPAIHB/Cancer Project, etc.)	
• What are the purpose and goals of the event?	
Give the following details:	

• Date	
• Location	
• Cost for attendees	
Include registration for event (include following):	
• Location and date	
• Participant name	
• Participant contact information	
• Organization	
• Title	
• Address	
• Email	
• Phone number	
• Registration Fee (payment method and where to be sent)	
• Registration closing date	
• Max # of participants accepted	
• Contact information for person in charge of registration	
Think about the following:	
• How many people will be needed to plan for the event?	
• How many people will be needed to carry out the event?	
• How will you keep records of registration and payment?	
• How many copies of materials will you need?	
• How long will set up for the event take?	
• How long will breakdown for the event take?	

If you are planning an event OR partaking in an already planned event, think about the following:

To do:	☑
• Use Tool 5.X Day-of-Event Checklist	
What Colorectal Cancer materials will you bring?	
• Brochures	
• Posters	
• Fact sheets	
• Resources	
• Other:	
After the event:	
• Use Tool 5.X for Following-Event Checklist	
• Use Tool 5.X-5.X for evaluation purposes	

Day-of-Event Checklist (for table at event & organization of event):

If you have a table/area at a planned event (casino, health fair, etc.):

For participants/interested parties:	☑
• Sign-in sheet	
• Extra copies of sign in sheet	
• Sheet to keep track of how many people visited table – record # and M or F (for evaluation purposes)	
• Contact information for closest clinic performing CRC tests	
Display & Materials:	
• Blanket for table	
• Organization & Purpose sign (e.g. NPAIHB – CRC Screening Awareness)	
• Posters	
• Brochures	
• Fact sheets	
• Incentives (e.g. pens, lanyards, raffle prizes, etc.)	
Presentation (if needed):	
• Computer & charger, and backup computer & charger	
• Extension cord	
General Supplies/Support (as needed):	
• Pens (ballpoint & sharpie) & pencils	
• Cup for pens, pencils, & scissors	
• Tape	
• Stapler	
• Paper & post-it notes	
• Thumb drive with all display & outreach materials saved to it	
• Camera & camera charger	
• Extra memory card	
• Cell phone & cell phone charger	
• Box to keep all materials	
• Folder for paper materials	

If you organized an event for participants to attend, make sure you have all of the above, as well as the following:

Items:	☑
• Assignment sheet for staff involved	
• Tables & chairs	
• Hard copy of registrations	
• Folder containing event agreements, contracts, etc.	
• Nametags	
• Event Agendas	
• Event Evaluations	
• Projector for presentations	
• First aid kit	

Post-Event Checklist

To do:	☑
Put all materials used away so they can be found for the next event easily:	
• Table	
• Chairs	
• Blanket	
• Pens, paper, tape, etc.	
• Electronics (computer, camera, etc.)	
• Materials (brochures, posters, fact sheets, etc.)	
• Etc.	
[OR create a box specific for events that contains all materials that may be needed] Note: If you do this, be sure that before each event everything works properly (pens etc.) or are present in the appropriate number (chairs, materials, etc.)	
Create an event folder on your project drive (if you haven't already)**:**	
• Compile pictures from event	
• Enter data from sign-in sheet into a spreadsheet	
• Send out materials to people who requested materials the on sign-in sheet	
• Summarize participant evaluations using Tool 6.2.9 Event Summary Spreadsheet for Participant Evaluation and Tool 6.2.10 Event Comments Summary for Participant Evaluation	
• Save any and all relevant documents in this folder	
Evaluation meeting:	
• Administer Post-Event Program Team Evaluation to anyone involved with planning or coordinating the event	
• Print summaries of participant evaluations	
• Use Summary Spreadsheet, Comments Summary and Post-Event Program Team Evaluation as discussion guides for the evaluation meeting	
• Address any other lingering issues	

Presenter Checklist (if you are invited to speak):

Before the Presentation:

To do:	☑
• Review the intended audience demographics (gender ratio, age, number of attendees, location, etc.)	
• Confirm expectations of group representative who invited you or is allowing you to come to their community	
• Review and practice delivering your message	
• Organize the materials you will need for the presentation	
• Make sure you have enough materials (brochures, flyers, etc.)	
• Call necessary contacts a day or two before the presentation to confirm time and location	
• Confirm any special equipment that must be present (projector, conversion chords etc.)	
• Arrive early enough to set up the area	
• Make sure you can operate equipment, if they provided it, or if you brought it (DVD, LCD projector, etc.)	
• Arrange materials for distribution	

During the Presentation remember to:

- Relax and enjoy yourself
- Pay attention to audience body language and adjust your presentation as needed
- Respect you audience and their right to questions

After the Presentation:

To do:	☑
• Remove all media and provided or brought equipment	
• Make sure to follow-up on any requests for more information	
• Make changes to presentation as necessary	

<<Organization Name & Logo>>

Join us for a Colorectal Cancer Prevention Event!

Location:

Date:

Time:

<<Sample Promotional Message:>>

- Learn about Colorectal Cancer and how to prevent it
- Learn how to protect yourself and your family from colorectal cancer
- Colorectal Cancer is the second leading cancer killer. Learn how to prevent it.
- Hear testimonials from colorectal cancer survivors and the importance of screening
- Not sure how to be screened for colorectal cancer? Learn where to be screened and about the tests.
- Choosing the right colorectal cancer screening test for you: how to talk to your health care provider and get screened.
- Eating right, staying fit and protecting yourself: A one-day community workshop

Event: _____   Date: _____

Are you interested in getting screened for Colorectal Cancer?
Sign up to receive information on why, how, and where to get screened!

Name	Age	Address	Email	Phone	Current patient at at Tribal Clinic?
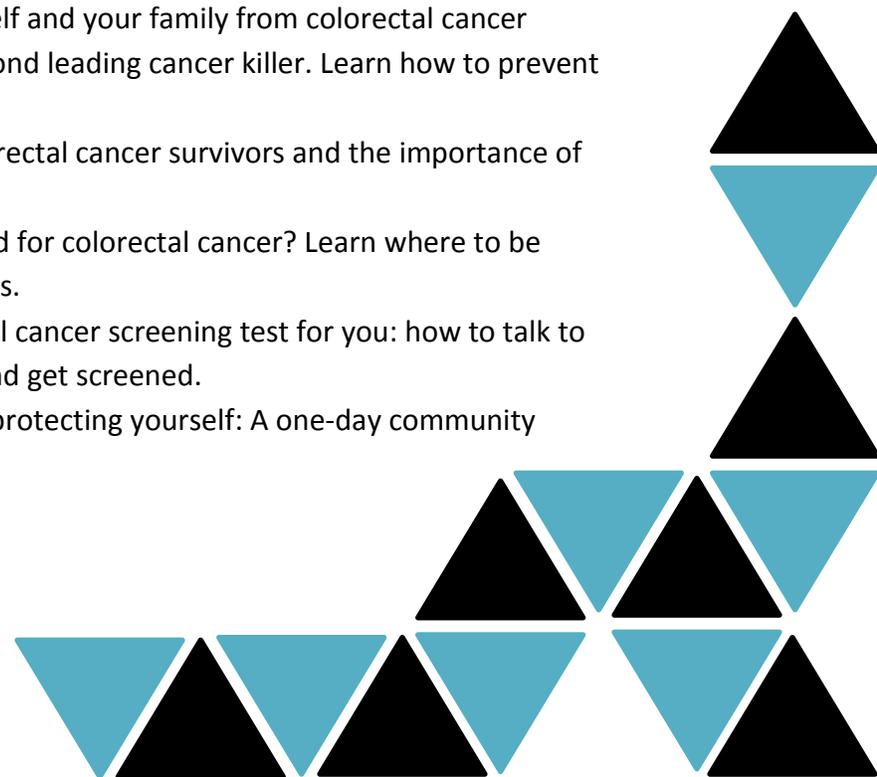
Event Evaluation Instructions

Introduction:
Planning and evaluating events improves program efficacy. Planning and keeping records of your events helps you recall specifics. Honest and thorough evaluation allows you to know what works and what needs improvement. Ultimately, event evaluations can be used for future program planning.

6.2.8 Participant evaluation:
The participant evaluation should be given to all attendees at the end of the event. Ask people to fill out the survey, but inform them that it is voluntary. The evaluation form can be adapted to fit your event and overall objectives.

6.2.9 Event Summary Spreadsheet for Participant Evaluation:
The summary spreadsheet is a template for tallying participant evaluation answers.

6.2.10 Event Comments Summary for Participant Evaluation:
The comments summary from can be used to collect all of the noteworthy comments in one place. This will give you an idea of participants overall reaction to your event. Compiling this information in one place will also help facilitate discussion among the program team.

6.2.11 Post-Event Program Team Evaluation:
The event self evaluation is intended to guide reflection on how well your event went. It also serves as a form to record event details. Keeping records will help plan future events. Have everyone who was involved with planning or coordinating the event also fill out the evaluation. After the event is over and the evaluations are complete, the team should debrief about the successes and potential improvements for future events.

<Organization Name and Symbol>
<Name of Event>
<Date of Event>
Evaluation Form

Contact Information (Optional)

Name: _____ Title: _____

Organization/Tribe: _____

Address: _____

Phone: _____ Email: _____

1. Is this your first Colorectal Cancer awareness event? No_____ Yes_____
2. How do you rate the following aspects of this event? (Please circle one response per line.) <mark><Note: these are just some ideas for objectives, your objectives will be different depending on the structure and content of your event, change, add, and subtract as needed></mark>

Objective	Not Applicable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A. *Overview of Colorectal Cancer* had useful information	0	1	2	3	4	5
B. *Northwest Screening Facts* were informative	0	1	2	3	4	5
C. *Speaker* was informative	0	1	2	3	4	5
D. *Speaker* was engaging	0	1	2	3	4	5
E. *Activities* were engaging	0	1	2	3	4	5
F. I now know where and how to be *screened*	0	1	2	3	4	5
G. I know how to *reduce my risk* for Colorectal cancer	0	1	2	3	4	5
H. I can *share* this information with others	0	1	2	3	4	5
I. I would like to attend another *colorectal cancer screening* event	0	1	2	3	4	5

3. Which format of materials presented was the most useful to you? (Printed, CD, website, email, etc.)

4. What do you recommend changing or adding to the next event?

5. What was the most important agenda topic that you will bring back and share with your organization and the people you serve?

6. Additional comments and/or questions:

Event Summary Spreadsheet for Participant Evaluation

Instructions: Use this worksheet to compile all of the participants' evaluation responses. Tally answers to get an overall idea of how the event was received and what can be improved.

Objective	Not Applicable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
A. *Overview of Colorectal Cancer* had useful information							
B. *Northwest Screening Facts* were informative							
C. *Speaker* was informative							
D. *Speaker* was engaging							
E. *Activities* were engaging							
F. I now know where and how to be *screened*							
G. I know how to *reduce my risk* for Colorectal cancer							
H. I can *share* this information with others							
I. I would like to attend another *colorectal cancer screening* event							
Total							

Event Comments Summary for Participant Evaluation

- What format of materials presented is the most useful to you? (Printed, CD, website, email, etc.)

- What do you recommend changing or adding to the next event? (Content and logistics)

- What was the most important agenda topic that you will bring back and share with your organization and the people you serve?

- Additional comments and/or questions:

Post-Event Program Team Evaluation

Name of Event: **Date:**

Briefly describe the awareness event.

1. Who was involved with the CRC awareness event?

2. Where did the event take place?

3. Over how many days did the event take place and for how many total hours?

4. Were there any challenges in planning the event?

5. Were there challenges during the event?

6. How did your program address any challenges?

7. What factors made the event successful?

Data collected at your CRC awareness event

What is the total number of people who visited your table/site at the event? _____

Of those who visited your table/site at the event, how many signed-in on the "Are you interested in getting screened for CRC?" sheet?_____

Of those who signed-in on the "Are you interested in getting screened for CRC" sheet, how many were in the age range from 39-75+?_____

How many were men?_____   how many were women?_____

Further questions to be addressed.

Was there considerably more of one gender who visited your table/site at the event?

If so, how can we reach both genders more effectively?

Discuss the summary of participant evaluations

What worked well?

What can we improve for next time?