



For more information:

☎ 02 9750 6833

🌐 nationalunityweek.org.au

✉ info@nationalunityweek.org.au

EVENT HOST CHECKLIST

AGENDA

- Identify key audience(s) and partner(s)
- Design an event to engage long-time residents and newcomers. Consider the type of events that will allow people of multiple backgrounds to meet and interact
- Identify setting and agenda that will ensure key audiences and partners feel welcomed

PRE-EVENT LOGISTICS

- Secure and confirm location for event
- Set time and date of event
- Set the speakers list, including local VIPs and champions
- Recruit volunteers
- Secure or create all materials and props needed for an in-person event (e.g. microphone, speakers, podium, paper)

CREATE A TURN-OUT PLAN

- Post and share Facebook event
- Create a schedule of social media posts to get people excited and wondering how they can participate
- Identify organizational partners, allies, donors, etc. and send invitations
- Send out reminder with clear roles and logistics to volunteers

GET THE WORD OUT

- Send media advisory a week before your event, and remind journalists a couple of days in advance
- Make media follow-up/turn-out calls
- Send out press release day of event
- Assign a press contact person - this person should be available at the event
- Use #Nationalunityweek in all social media

ASSIGN DAY-OF ROLES

- Photographer/videographer
- Confirm master of ceremonies (if applicable)
- Confirm volunteer coordinator (if applicable)

COLLECT YOUR EVENT MATERIALS

- Clipboards and pens
- Sign-in sheets
- Evaluations
- Video/photo release forms

AFTER THE EVENT

- Send thank you emails or notes
- Post and tag pictures on your website, blog, and Facebook page and tag [NUW](#) page so that we can share
- Submit event survey
- Send us your best photos to info@nationalunityweek.org.au
- Identify how you and your community will continue to welcome throughout the year

FOR VIRTUAL EVENTS

- Select a host to do the introduction and closing
- Create a schedule and script
- Include ways for attendees to interact, i.e. live tweet or commenting
- Determine your audience
- Consider time zones so your event is accessible
- Optimize the lighting and sound of your event environment
- Do a dry run with your panelists to make sure event runs smoothly