Program/Event Planning Timeline and Checklist

Fall Planning Activities

- Do you plan to hold an event (for example: pop up conference, webinar, workshop, etc.) this year? Decide early!
- If you plan to hold an event:
    - Do you want to co-sponsor with another IG or outside group?
    - Do you want to request a subsidy from the Board to help defray the expenses and provide as cost neutral as possible to your group? (you can indicate so with the proposal form below)
    - Determine theme, location, date and presenter(s).
    - Get confirmation from presenter(s) as early as possible.
    - Investigate possible venues
    - When a venue decision has been made, forward contract to MiALA Administrative Assistant (Admin) for signature.
    - Share date with your Interest Group Coordinating Council (IGCC) liaison via email. They will forward to the MiALA Admin to add date to MiALA Event Calendar.
- If you do not plan to hold an event, let your IGCC liaison know ASAP and begin to outline your IG's activities for the year. Potential IG activities include:
    - Hosting a webinar or other online gathering for members.
    - Submitting a program or poster proposal for the MiALA Annual Conference.
    - Hosting a roundtable or informal meeting at MiALA Annual Conference.
    - Any other creative ideas that meet your group's mission and needs.

12 Weeks (Or Sooner!) Before Program

- ☐ Submit a Workshop/Meeting Proposal Form online. This submission will be forwarded to your IGCC liaison and/or the Board if requesting a subsidy.
    - If requesting a subsidy, if approved, the IGCC Chair will forward your submission to the Treasurer and MiALA Admin.
- ☐ Send any contracts to the MiALA Admin as she will need to sign contracts on behalf of the organization and will be paying invoices & expense reimbursements.
- ☐ Promote "Save the Date" on relevant listservs & member message boards.
- ☐ Work with Communications & Marketing committee (communications@miala.org) to communicate "Save the Date" information directly to MiALA members who are interested in your group as well as to anyone who expressed interested in your group at the MiALA annual conference. The Communications committee can share your information in the monthly Newsletter, the MiALA news feed on the home page of the website as well as on MiALA social media accounts. *Note that the deadline to submit an article for the monthly newsletter is the 15th of the prior month.*

- ☐ Send event registration information to MiALA Admin to enter into the website. Follow up early and often to ensure timely registration set-up. Registration typically takes a week or more to set-up. An event informational page will be created under the Calendar tab of the website and a registration page will be created.
- ☐ Divide workshop responsibilities among co-chairs and planning committee members.

8 Weeks Before Program

- ☐ Open registration.
- ☐ Make sure the information on registration form, announcements, and event page are consistent.
- ☐ Initiate arrangements with caterer, if using.
- ☐ Design a PDF flyer, if using one.
- ☐ Verify driving directions to be included in PR.
- ☐ Send PR information to Communications & Marketing committee chair (communications@miala.org) with suggested text, including PDF flyer link.
- ☐ Confirm arrangements with presenter(s). Request presenter photo and bio for PR (if applicable).

6 Weeks Before Program

- ☐ Promote weekly on relevant listservs and social media.
- ☐ Keep copies of all receipts, bills, and contracts (also forward copies to the MiALA Admin).
- ☐ Make sure committee registers, if attending. Register any free guests (via email to MiALA Admin heather@miala.org).

4 Weeks Before Program

- ☐ Confirm arrangements with venue—technology, parking, hours.
- ☐ Continue promotion, monitor registration.
- ☐ Develop evaluations – print or send eval questions via email to MiALA Admin for an online survey link.

2 Weeks Before Program

- ☐ Continue promotion, monitor registration.
- ☐ Confirm committee assignments.
- ☐ Prepare print agenda, evaluation form, receipts, and other handouts.
- ☐ Make sure attendees have good directions and are aware of parking details, if applicable.

1 Week Before Program

- [ ] Give final count to caterer.
- [ ] Finalize details with presenter(s).
- [ ] Purchase water, breakfast, and snack items.
- [ ] Coordinate with MiALA Admin to receive name badges and sign in sheets.
- [ ] Assemble folders or information packets—include agenda, evaluation form, Wi-Fi password, and other handouts.
- [ ] Create signage (outdoors & entry directional signs, breakout rooms).

Day of Program

- [ ] Double-check technology and Wi-Fi. Identify contacts who can assist on site.
- [ ] Set up signage (outdoors & entry directional signs, breakout rooms).
- [ ] Set up registration table, folders, and giveaway table.
- [ ] Make sure coffee service and morning catering is set up.
- [ ] Check off attendees as they arrive, collecting checks if needed.
- [ ] Introduce program, any housekeeping items, and introduce speaker.
- [ ] Photograph throughout day for newsletter article and social media.
- [ ] Encourage return of evaluations.
- [ ] Distribute giveaways and any door prizes.

After Program

- [ ] Along with final checks, send the completed sign in sheets, name badges and name badge holder to MiALA Admin.
- [ ] Duplicate receipts and submit to MiALA Admin with Reimbursement Request Form, to be compensated for expenses.
- [ ] Collect and analyze evaluations. Share with planning committee.
- [ ] Send copy of evaluation to presenter(s).
- [ ] Send thank you note with MiALA logo to presenter(s).
- [ ] Send copy of flyer, program, and relevant print/digital material to MiALA Admin for inclusion in the file archives.
- [ ] Include a summary of workshop in next MiALA Newsletter and MiALA Board Report.
- [ ] Follow up on any potential new members.
- [ ] Request PowerPoint slides or documents from presenter(s) to include on archived event page and/or to send via email (with permission).
- [ ] If you used electronic evaluations, re-send link to participants and give a deadline.
- [ ] Send event photos to MiALA Admin for posting in the website's photo album.

Program Points to Include on Flyers, Social Media, and Listservs

- Title
- Abstract
- Date, time, location
- IG name & MiALA (MiALA logo on print material)
- Registration fee for member and non-member
- Registration deadline, cancellation, and refund policy
- Registration contact w/phone and email
- Mailing address for checks
- Note to make checks payable to MiALA
- Driving directions
- Parking information
- Hotel information, if needed. Include discount rate and deadline, if applicable.