

Solar PV Ribbon Cutting Event Planning Checklist



- **Designate your event planner/ coordinator**
(the school may have an events office that specializes in these type of activities)
- **Establish a budget and source of funding for your ribbon cutting event**

Plan the Ribbon Cutting Event Agenda

- Identify an emcee/master of ceremony
- Identify VIP speakers
- Identify student speaker(s)
- Identify individual to cut the ribbon
- Set event date, time and rain date
- Determine schedule and duration for the program
- Identify tour guide(s) with technical expertise to describe the solar system (possibly students)
- If providing a tour of the system, conduct a rehearsal to determine the time required

Delegate Tasks and Responsibilities for Event Personnel

- Arrange parking passes, and identify parking assistants/greeters/ushers
- Arrange for catering
- Setup and Cleanup arrangements for pre- and post- event
- Make purchases and allocate expenditures for payment
- Designate a contact person for guest RSVPs
- Identify VIP coordinators/contact people
- Assist VIPs with drafting their remarks
- Prepare a digital media kit with a press release, photos and captions, video footage, etc.
- Contact local media, public officials, chamber of commerce, etc.
- Contact renewable energy industry advisory board members
- Contact utility partners and regional energy stakeholders
- Contact school board members and city/town/village trustees

Select and Contact Event Vendors (some schools may have these provided internally)

- Caterer (cake, cookies, beverages, etc.)
- Photographer/Videographer

Organizing the Space

- Pre-determine space/room layout (where to place tables, chairs, podium, etc.)
- Check space occupancy limits to accommodate expected attendance headcounts
- Provide wayfinding signage to help those unfamiliar with campus to find the event location
- Arrange for podium, backdrop, tablecloths, banners, etc. branded with school logo
- Plan and test the setup of any Audio-Visual equipment you will be using
- Determine the number of tables, linens and trash cans needed and their placement.
- Test placement of video cameras and photographers and check viewing angles/backgrounds
- Prepare any materials needed for the event (visuals, posters, banners, photo displays, etc.)
- Prepare an information table to distribute print materials (fact sheets, program brochures, etc.)
- Obtain or print signs or banners with logos of solar project contractors and supporting partners
- Provide nametags for guests
- Purchase ceremonial ribbon & large scissors for cutting (school may already have these)
- Other decorations, balloons, etc. as appropriate

Invitations

- Design invitations
- If creating hardcopy invitations, determine the deadline to get invitations to printer
- Prepare printed mailing labels
- Set target date to mail/e-mail/fax invitations
- Prepare guest list
- Date to call or send reminders
- Prepare press release
- Identify dates to contact local media:
- Notify media

Post-Event Tasks

- Distribute the media kit immediately at the conclusion of the event to local television and radio so they can add the story to that day's news cycle
- Send a post-event press release with photos to print media outlets
- Share your photos/videos by posting them online, in the school paper, newsletter, etc.
- Send thank-you notes to all of your speakers, sponsors and other VIPs who attended
- Send thank-you notes to school staff
- Monitor media coverage, and inform your speakers, sponsors, VIPs and other stakeholders of any stories that feature your ribbon cutting event.

