

PMC Event Planning Checklist

- ☐ Get approval for event from PMC President or Co-President
- ☐ Check calendar of religious holidays to avoid any conflicts
- ☐ Confirm speakers and facilitators, if necessary
- ☐ Confirm location and/or Zoom host
 - if necessary, create Zoom link and upgrade account if over 100 attendees
- ☐ Provide event details to create event flyer
 - date, time, speakers
 - also create header image for Eventbrite and Facebook (size: 2160x1080 px)
 - Eventbrite link (see below)
- ☐ Provide information to create Eventbrite registration page
 - more detailed event description
 - number of tickets and start/stop dates for registration
 - ticket prices and/or optional donations
 - choose customized Eventbrite link for event flyer
 - email addresses of event organizers, speakers, facilitators
- ☐ Eventbrite instructions
 - start by copying a previous event to create a template
 - create customized Eventbrite link
 - add event details and header image
 - update ticket and donation information
 - edit Order Confirmation page with event name
 - edit Emails to Attendees to update event reminders (Zoom link should be sent 1-2 days before event and 2 hours before event, see below for example)
 - test Eventbrite link, trial registration, trial donation, check confirmation page
 - Add email addresses of event organizers, speakers, facilitators
- ☐ Add event title and date to Google calendar
- ☐ Add event to home page of PMC website
- ☐ Ask liaisons to promote event and share flyer
 - distribute flyer as both a PDF with clickable link and JPG file
- ☐ Send email announcement to all past volunteers/attendees
 - provide additional details, if necessary
- ☐ Post event and flyer on PMC's Facebook page
- ☐ Monitor registrations and send reminders and/or Zoom link
- ☐ Distribute agenda and schedule rehearsal, if necessary

- ☐ After event, thank speakers
- ☐ Send survey to participants (optional)
- ☐ Add all new email addresses of volunteers/attendees to Master Volunteer list in Mailchimp and update existing email addresses with Tags (MLK 21, Zoom Event, etc)
- ☐ Add all new email addresses of volunteers/attendees to Salesforce database and update existing records with participation fields (MLK 21, Zoom Event, etc)

Sample Eventbrite email:

Subject: Reminder and Zoom Link for "Emerging from Isolation"

This is a reminder that our "Emerging from Isolation" event is this Tuesday, April 27th at 7 pm. Please plan to sign in at least 10 minutes before the meeting begins.

Join Zoom Meeting

<https://us02web.zoom.us/j/83370902232?pwd=MjZZdnAwb080RjQ4V3plRFIJblRJZz09>

Meeting ID: 833 7090 2232

Passcode: 166082

Dial-in: 669 900 6833 US (San Jose)

Notes

Please display your full name and have your video turned on.

Zoom Guidelines

- Everyone will be muted by the host during the main group session, which allows us to eliminate background noise.
- You will come into the Zoom meeting using Speaker View. This will be the preferred video layout during the first section when we are listening to our three speakers. If you would like to switch to Gallery View, go to the top right corner of your screen. Because of the large number of participants, we suggest that you choose Speaker View.
- Use the tools at the bottom of your screen on a computer (tablet or phone – it may be top or bottom) and click on "Participants". Then click on "Chat". These will both open up on the side of your computer window. It is different on phones and tablets. The chat is a place where you can ask questions. It is also a public document and will be saved automatically.
- In the bottom left corner you will see a microphone icon where you can turn your microphone on and off. You can use this when we split into breakout rooms.

Thanks, and we look forward to seeing you on Tuesday!