



How do you measure up

MEASURE UP EVENT CHECKLIST

- A simple guide to ensure your event is a success -

Creating your own event is a positive step toward helping your community *Measure Up*.

To help you get organised, we have created this easy to follow event checklist. Although every event is unique, this checklist will provide you with the basics for success.

BEFORE YOU START

- **Define what you want to achieve** as this will determine the type of event you hold. See the list of event ideas for inspiration in this community kit, or check the *Measure Up* website for successful events held by other communities.

MAKE USE OF MEASURE UP CAMPAIGN MATERIALS

- There are campaign resources in this toolkit and on the website - they are designed to help you!
- Showing people how they can *Measure Up* is really important, but letting people know why is important too. To help you convey these messages at your event, we have developed a PowerPoint presentation which highlights key facts as well as some handy tips. Use it to guide discussion at your event and get people motivated.

PLANNING THE EVENT

- **Develop and set a budget** – Calculate the various costs involved.
- **Determine what help you will need to run your event** – Consider the various components of the event and decide how many hours or volunteers you will need. Ensure you have volunteers or helpers available on the day to assist with the event. Make sure everyone has clear responsibilities.
- **Select the time, date and place**, checking for event clashes, and considering your target audiences' availability and lifestyle; will they attend an event on the weekend, during the week or before/after work hours?
- **Secure a venue**, asking yourself:
 - Will the venue be suitable for the event, type of guest and guest numbers?
 - Is it a suitable room layout with appropriate equipment?
 - If the event is outdoors, consider a bad weather contingency plan, what permits are required, if audio visual equipment (AV) is to be used, etc.
 - If doable, always inspect the site beforehand. Otherwise, ask for detailed photos and a room plan to scale.
 - Parking and transport – is nearby parking available and is a transport map to the venue needed on the event invitation?

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- **Secure venue event services** including:
 - Where food and drink is required, there are healthy recipe ideas on the *Measure Up* website: australia.gov.au/MeasureUp to get you started. Offer tea and coffee with skim milk and artificial sweeteners and of course, a lot of water.
 - **Décor** – consider props such as a fresh fruit basket to support the theme as well as campaign posters around the venue. You can download or order these from the website.
 - **Signage** – decide if you need directional signage (eg. in the foyer). Check out the *Measure Up* resources in this kit and on the website that could be suitable.
 - **Displays** – you could invite local businesses along to provide materials, for example a local gym, walking group or local dietitian. You will need to provide tables around the back of the room to create a mini information fair.
 - **Photographer** or video recording – this is especially important if you want to add your event to the *Measure Up* website and share your successful event with others. Consider if you will need participants to sign a photo consent form to have their images used to promote the *Measure Up* campaign.
 - **Audio visual (AV) equipment** – do you need a microphone, projector, laptop or AV system? If it's a large event, this is advisable.
 - **Welcome table** – consider if name tags are necessary and have adhesive labels and pens on hand.
 - **Take home materials** to help your community *Measure Up*. A take away 'gift' bag is a great way to keep people motivated. You may find local businesses willing to donate healthy goodies such as fruit baskets or complimentary gym vouchers. Check out the *Measure Up* website for downloadable materials such as the 12 week planner (also available in this toolkit) or *Measure Up* tape measures and give these out to attendees.

- **Compile an invitation list**
 - Consider who would be interested in attending.
 - Set up an RSVP mechanism and follow up with invitees a week before to confirm numbers.
 - Decide whether you will be mailing the invitations, sending them electronically or relying on flyers distributed in public places. Why not make use of the invitation template provided in this toolkit, or download a copy from the *Measure Up* website to send electronically?

- **Event promotion**
 - No one wants to go to all the trouble of arranging an event and then have no one turn up!
 - **Planning** your event means giving people plenty of warning to put the date in the diary.
 - **Media** – use local media to your advantage. Most local newspapers have an events listing page. Work with them to ensure your event is listed or even better, speak to the editor about promoting your event in advance, encouraging locals to attend.
 - Use the **news release template** in this toolkit and send information about your event to local media at least two weeks beforehand.
 - Consider putting up **posters**, like those available on the *Measure Up* campaign website, around your local community.
 - **Local businesses** – place printed invitations in willing businesses premises (ask and invite the business owners too).

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- **Libraries, schools and churches** are great places to promote your event. Have your invitation enlarged, or develop a promotional poster and place on a notice board. See if there are school, kindergarten or church newsletters that could mention your planned event.
- **Community or supermarket** notice boards are another place to promote your event. Place your invitation or posters there with clear RSVP instructions.
- **Arrange your speakers**
 - An interesting speaker helps attract people to your event.
 - If you have a ‘VIP’ speaker for your event, ensure you know their requirements, as well as providing a small token of appreciation.
 - Speak with them beforehand about topics they should cover and the time limit on their talk. Make sure to confirm their requirements, especially if they are presenting or conducting activities.
 - If there is more than one speaker, develop an agenda or event speaker sheet with the order of the day, organise presentations before the event and decide if you need an MC to host the event.
- **Consider risk management**
 - What insurance requirements does the venue have?
 - Where are the emergency plans? Do you know who to contact if there is an emergency?
 - First aid needs?

AFTER THE EVENT

- **Follow up**
 - Thank everyone who participated.
 - Have your event featured on the *Measure Up* website and forward copies of photo consent forms to the *Measure Up* website.
 - Consider hosting a follow up event 6 - 12 months later to help track progress.
- **Evaluation**
 - Did you achieve your event objectives? What would you do differently next time?
 - Congratulations on a job well done!

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