

# Program Planning Guidelines

## I. Participants' Arrangements:

A. **Invite** the speakers, moderators, etc. as far in advance as possible.

B. **Give the participant(s)** the following information:

1. **purpose**/goal of the program
2. program **title** (This might be a joint decision.)
3. program **format** (sole speaker; panel; forum; dinner speaker, etc.)
4. **amount of time** available for each part of the program
5. **date** (snow date also if you plan one)
6. **schedule** (Will he/she be first on program, etc.)
7. **location** (include directions and a map if needed)
8. your name, position in AAUW, address, telephone number, email

C. **Request the following information** from the participant(s):

1. **name** by which he/she wishes to be introduced
2. postal **address**, **telephone** number, and **email**
3. **current position** (if relevant)
4. **educational** background (if relevant)
5. **professional** and **volunteer** background (if relevant)
6. **equipment** needed (lectern, table, screen, projector, etc.)
7. preferred **room arrangement** (rows, circle, etc.)
8. **fee** or honorarium required

a. Contact the treasurer about the amount budgeted.

b. **Note:**

- 1) Some speakers represent a business or government agency and don't receive fees.
- 2) Some represent community groups who appreciate a donation.
- 3) Some speak for a living and must be paid.

c. If a fee/donation will be paid:

- 1) Ask to whom the check should be made out.
- 2) Get the check from the treasurer before the meeting.

d. Be sure to cover any travel expenses and meals. If a speaker does not require a fee and the meeting does not include a meal, invite the speaker(s) to lunch or dinner.

- 1) Invite other members.
- 2) Make reservations.
- 3) Inform the speaker(s) of the dinner arrangements.
- 4) Arrive early to make payment arrangements in advance.
- 5) Let the guest(s) know if dessert and coffee will be served at the meeting.

D. **At the meeting:**

1. Greet speaker(s), offer refreshments, and introduce them to members.
2. Introduction: title of program, name of speaker, background
3. Thank speaker and make positive comments.
4. Event chairs shall recognize new/prospective members at an event and make sure they are greeted and made to feel welcome.

E. **Send a personal thank you note** the next day.

PLANNING MEETINGS:

II. Information from Speaker(s):

A. Name(s) by which they wish to be introduced:

\_\_\_\_\_

B. Postal address:

\_\_\_\_\_

C. Telephone (home): \_\_\_\_\_ (work): \_\_\_\_\_

D. Email: \_\_\_\_\_

E. Current position:

\_\_\_\_\_

\_\_\_\_\_

F. Educational background:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

G. Professional and Volunteer background:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

H. Equipment needed:

\_\_\_\_\_

\_\_\_\_\_

I. Room arrangement requested:

\_\_\_\_\_

\_\_\_\_\_

J. Speaker's **fee** OR charitable **donation**:

**Amount:** \_\_\_\_\_

**Check made out to:** \_\_\_\_\_

\_\_\_\_\_

. OR if hospitality outside the meeting is offered, time available for **lunch/dinner**:

\_\_\_\_\_

PLANNING MEETINGS:

III. Room Reservation Requirements:

A. Title of Program: \_\_\_\_\_

B. Day: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

C. Place: Address: \_\_\_\_\_

Building: \_\_\_\_\_ Room \_\_\_\_\_

D. Directions: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

E. Number of people expected to attend: \_\_\_\_\_

F. Special needs (Check appropriate spaces):

<input type="checkbox"/> podium	<input type="checkbox"/> screen	<input type="checkbox"/> compact disk player
<input type="checkbox"/> microphone	<input type="checkbox"/> television	<input type="checkbox"/> audio cassette player
<input type="checkbox"/> table/chairs	<input type="checkbox"/> dvd player	<input type="checkbox"/> video cassette player
<input type="checkbox"/> water for speakers	<input type="checkbox"/> extension cord	<input type="checkbox"/> slide projector
<input type="checkbox"/> display table	<input type="checkbox"/> easel	<input type="checkbox"/> power point
<input type="checkbox"/> place to change	<input type="checkbox"/> newsprint	<input type="checkbox"/> smart board
<input type="checkbox"/> refrigeration	<input type="checkbox"/> cooking facilities	<input type="checkbox"/> refreshment table

other: \_\_\_\_\_

G. Choice of room arrangement:

speaker in front facing rows of chairs

chairs in a circle

chairs in groups of \_\_\_\_\_

other: \_\_\_\_\_

H. Rental cost (if any) \_\_\_\_\_

(Check with treasurer in advance about budgeted amount.)

I. Refreshments:

1. If a meal is included, the cost per person: \_\_\_\_\_

If the meal is being subsidized,

or if it is a fundraiser, amount you will charge: \_\_\_\_\_

2. Describe the menu:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. If the membership is bringing refreshments:

a. Who: (board? interest groups? everyone?) \_\_\_\_\_

b. What: (appetizers? desserts?) \_\_\_\_\_

## PLANNING MEETINGS:

### IV. Internal and External Publicity:

#### A. To the membership:

1. Send article(s) to **newsletter** editor 2 or 3 months before the event.
  - a. Know deadlines and space available.
  - b. Submit “save the date” notices to earlier issues.
  - c. Main article:
    - (1) who, what, when, where, why
    - (2) brief description of the event
    - (3) information about the speaker(s)
    - (4) reservation information (if relevant)
    - (5) directions (if relevant)
2. **Announce** your upcoming event at as many meetings as possible.
3. Use **phone trees** or **email reminders** for major events or last minute cancellations.

#### B. To the community:

1. Contact **neighboring branches**, **coalition partners**, and **local community organizations** with an interest in your topic. Ask if they would:
  - a. announce your event
  - b. print your article
  - c. put up posters
2. Print **posters** and place them in locations frequented by your target audience.
3. Post your event on your **web site** and **blog**.
4. Send a **press release** to local newspapers.
  - a. Include:
    - (1) who, what, when, where, why
    - (2) brief description of the event
    - (3) name, phone number, and email of the contact person
  - b. Most newspapers like to be notified of an upcoming event one week in advance. The newspaper uses the press release to write a preview of the event and plan coverage of it.
  - c. Pitch story ideas to appropriate editors (food, education, etc.).
  - d. Learn the name of the **photo editor** and submit a request for photographic coverage of an event one week in advance.
5. Use the free vehicles for visibility in the newspaper:
  - a. **letters to the editor**
  - b. **guest columns/editorials**
  - c. **calendar listings** of monthly meetings
  - d. **meeting reports** (called into the newspaper immediately following the meeting)
6. Contact your local **radio** and **television** stations. Possible results:
  - a. announcements
  - b. interviews
  - c. coverage