THE BIG DAY & AFTER

During the event
The role of the committee chair (or other designated person in charge) on the day of the event is to:

› Arrive as early as necessary so that setup can be completed 1 hour before opening time, or even better, set up the day before.
› Oversee the setup process. Direct and instruct volunteers.
› Have a backup plan in case an exhibitor cancels or doesn’t show up, materials don’t arrive, etc.
› Make sure everything is safe – cords are taped down, exit doors are not blocked, etc.
› Act as master of ceremonies, or delegate the role, if doing a kickoff event.
› Walk around and monitor activities during the event, tend to any unmet needs. Problem solve as needed.
› Make notes of anything you would change next time.
› Collect evaluations (if done onsite).
› Supervise cleanup and disassembly.
› Debrief volunteers and committee members to get their feedback for future events.

Volunteer duties, which will need to be assigned and supervised, include the following:

› Assist with decorations.
› Assist in unloading and carrying in equipment (you may need a dolly or hand truck).
› Set up tables or booths and designate with exhibitors’ names.
› Make name tags for exhibitors, volunteers and committee members.
› Greet exhibitors, orient them and show them to their space.
› Greet participants and answer any questions.
› Arrange refreshments and/or lunches and replenish when necessary.
› Take pictures of the event.
› Be a floater who walks around making sure everyone is OK, fills in if someone needs a break, solves problems, etc.
› Clean up and disassemble things after the event.

After the event
The duties of the committee chair (or designee) after the Health Awareness Day are to:

› Send thank-you letters to exhibitors, volunteers and committee members.
› Send evaluation forms to exhibitors and employees if not collected at the event.
› Collect, summarize and analyze the evaluations.
› Write a report that:
  - Gives an overview of the event (activities, exhibitors, approximate number of participants, etc.)
  - Presents the results of the evaluations, plus your own and others’ observations
  - Summarizes what went well and not so well, lessons learned, suggestions for what to do differently next time
› Share the report with senior leadership.
› Share appropriate report excerpts and photos with employees to generate interest in future Health Awareness Day events.
Planning a Health Awareness Day

6 to 12 months before the Health Awareness Day

- Obtain approval from senior management.
- Form a planning and coordinating committee.
- Select a committee chair and co-chair.
- Establish goals and objectives for the Health Awareness Day, with input from senior management.
- Identify target audience. (Will it include family members?)
- Decide on date and times for the Health Awareness Day.
- Select and reserve a location with sufficient parking, exhibitor space, auxiliary space (e.g., for food and break rooms for staff), and electrical outlets. Make sure it has sufficient restrooms and drinking water facilities, or arrange to bring them in.
- Select a theme.
- Identify potential activities and exhibitors.
- Determine your available budget and select activities and exhibitors accordingly.

3 to 6 months before the Health Awareness Day

- Recruit exhibitors and get their commitment to date and times.
- Reserve equipment, including tables and chairs, tablecloths, hand trucks, trash receptacles, etc.
- Recruit volunteers.
- Order educational and promotional materials as needed.
- Plan and begin securing prizes, decorations, “goody bags,” giveaways, etc.
- Create posters, flyers, newsletter article, intranet blurb, etc. to promote the event.
- Begin to publicize the event.

1 to 3 months before the Health Awareness Day

- Meet with event planning committee to review progress and remaining tasks.
- Continue to publicize the event.

- Plan locations for various booths, exhibits, etc.
- Make booth signs.
- Make map of event area for exhibitors and participants.
- Create the program, acknowledging exhibitors, volunteers, donors, etc.
- Print and copy evaluation forms.
- Make a list of items still needing to be purchased.
- Provide written reminder to exhibitors and include the following information:
  - Date of event
  - Time to arrive to set up, hours open to public, ending time
  - Location (include driving directions or map)
  - General guidelines for their role
- Ask exhibitors to bring any special equipment they need, if possible.
- Ask exhibitors about any special requirements that they cannot bring.
- Secure the following supplies for a “be prepared for anything kit”:
  - Pens and pencils
  - Felt-tipped markers – large, small, different colors
  - Extension cords
  - Paper clips, rubber bands, thumbtacks, pins
  - Stapler and extra staples
  - Scotch, masking and duct tape
  - Hammer, nails, pliers and screwdriver
  - Poster board
  - Paper
  - Batteries
  - First aid kit
  - Trash bags
  - Paper towels
  - Kleenex
  - Camera (and film, if not digital) for photographer, extra or freshly charged batteries
  - Phonebook, exhibitor and volunteer lists with phone numbers
1 to 4 weeks before the Health Awareness Day
• Continue to publicize the event.
• Make exhibitor and volunteer nametags.
• Purchase nonperishable items.
• Make list of volunteer assignments and schedules for the day of the event.
• Have an orientation meeting with volunteers to go over duties and schedules.
• Finalize plan for evaluation, including distribution and collection.

Day before the Health Awareness Day
• Purchase perishable food items and store safely.
• Set up tables, booths, exhibits, chairs, classrooms, etc.
• Label the command center table and equip it with the “be prepared for anything kit.”
• Set up reception table, including:
  – Maps of exhibits and activities
  – “Goody bags” for giveaways
  – Assignment list for volunteers
  – Evaluation forms for exhibitors and participants in two different colors (if doing them onsite)
• Set up the food area.
• Make sure there are enough electrical cords, audiovisual equipment, etc.

Day of the event
• Finish setup as needed. Be ready one hour before opening.
• Direct volunteers in their duties and reconfirm their schedules.
• Walk around and monitor activities during the event, attend to any unmet needs and problem solve as needed.
• Make notes of anything you would change next time.
• Collect evaluations (if done onsite).
• Estimate attendance.
• Supervise cleanup and disassembly.
• Debrief volunteers and committee members to get their feedback for future events.

After the Health Awareness Day
• Send thank-you letters to exhibitors, volunteers, committee members, etc.
• Send out evaluation forms (if not done onsite).
• Tabulate and analyze evaluation results.
• Determine and document possible improvements for next time.
• Report results to senior leadership, and to employees as appropriate.