**Event Logistics Checklist**

The below timeline summarizes key actions and materials for children’s hospitals to utilize when hosting events with members of Congress and press to bring attention to the Strengthen Kids’ Mental Health Act. Events can range from a tour of the children’s hospital followed by a stand-up press conference/press interviews to an in-person or virtual roundtable featuring the member of Congress, mental health experts and a patient family.

**Materials**

* Press list
* Media advisory
* Run of show
* Press kit
	+ Press release
	+ Background information on participants/speakers
	+ Fact sheets (if available)
* Social media content
	+ Identify or create relevant hashtags to include
	+ Include social media handles for participants and their organizations
* Photos and videos
* Thank you letters to all participants

**Pre-Event**

* Confirm the date, time, and location for the event.
* Confirm participant availability, including a moderator if a roundtable.
* Identify a point person who will serve as a point of contact for participants and the member of Congress.
* Work with participants individually to provide an overview of the event, refine messages to emphasize, obtain social media handles and approval to tag on social media, and answer outstanding questions.
* Confirm member of Congress’ availability on the date and time in-district.
* Assemble a run-of-show with a timeline of the event to organize the order of participants and adhere to time constraints.
* Prepare talking points and potential questions for each participant.
* Compile press kit:
	+ Press release with approved quotes from all participants and the member of Congress
	+ Document with background information on all participants
	+ Identify any relevant fact sheets that should be included
* If not already available, pull a press list with the relevant reporters’ contact information.
* Draft media advisory with who, what, where, when, and description of events for reporters.
* Identify who will send the media advisory and distribute it to all contacts on the press list.
* Follow up with reporters via phone call to confirm their attendance; finalize media RSVPs
* Put together physical copies of the press kits.
* Provide a press kit to the member of Congress at least two days in advance of the event so staff can prepare talking points.

**Day of Event**

* Greet and direct participants to their seats.
* Greet and direct press to their seats and hand out press kits.
* Take photos and videos, as possible.
* Post about the event on relevant social media channels, with photos and videos if available, tagging participants, and using hashtags.
* Immediately following the conclusion of the event, send a press release to the press list.

**Post-Event**

* Send all participants personalized thank you letters.
* Send the member of Congress a thank you letter.

**Additional Items to Consider**

* Will a photographer and/or videographer be invited?
* What kind of preparation is required to ensure the space is ready and of the necessary capacity? Are there COVID-19 protocols for attendees?
* Will reporters be allowed to ask questions, either during the discussion or afterward?

**Recommendations and Best Practices**

* + Hold the event in the morning so reporters can meet deadlines.
	+ Check that the event does not conflict with other important news events occurring on the same day such as holidays, elections, budgets, government statements, major sporting events, etc. that will affect reporters’ availability to attend and cover the event.
	+ Start the event on time.
	+ If you distribute materials prior to a news event, use an embargo to prevent journalists from publishing before the event. Alternatively, wait until the event to release information to create an element of suspense.