

# PEOPLE POWER CHALLENGE ON DEMAND

## Event Guide

### 1. Determine your event goals

Decide what you want to accomplish with this event. For example, you may want to set an attendance target. You can also use this event to encourage participation in the other aspects of the People Power Challenge On Demand campaign—remind people to submit their Scorecard Activities, watch the educational webinar, and come to the celebration event.

### 2. Organize your team

Decide who is going to be responsible for:

- Coordinating with the speakers
- Managing the virtual platform or in person event logistics (venue, food, etc.)
- Sending out communications
- Completing any other tasks



### 3. Determine your budget

Decide if you have budget for attendance incentives, or, if this is an in person event, set your budget for refreshments or other needs.

### 4. Set the date and coordinate with speakers

Consider statutory and religious holidays, school holiday time periods, and check dates with key participants. Once you have your date and budget, you can arrange for any external suppliers (such as caterers).

### 5. Book your venue or virtual platform

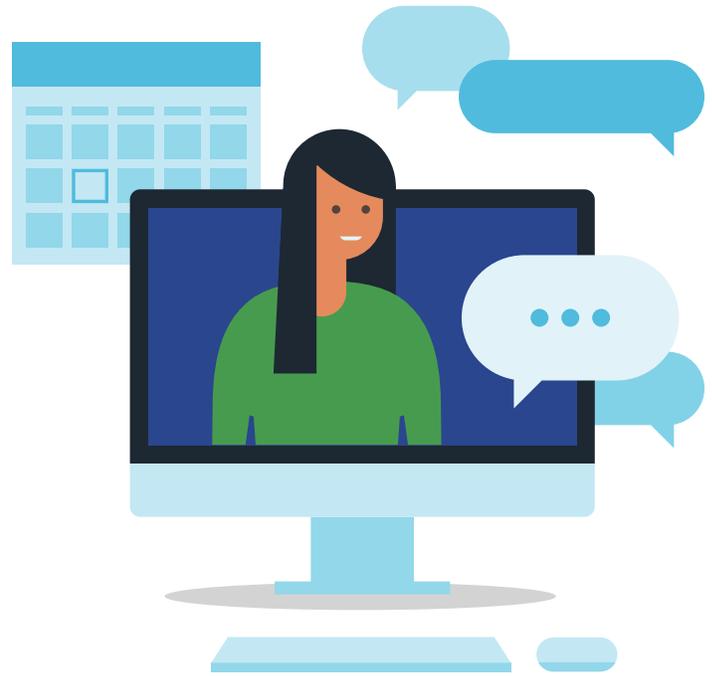
Book your virtual meeting and set up the registration process for your staff. **Be sure to coordinate a technology test run with your speakers a day or two in advance of your event.**

If in person at your workplace, book the meeting room and any IT requirements.

## 6. Create your Communications Plan

Some considerations:

- Include information on the event in your campaign launch emails
- Send a calendar invite to all employees with all relevant event information
- Send reminder emails one week and one to two days before the event
- Include information about attendance incentives, if that is available to you
- Utilize any other unique platforms to your organization (intranet, posters, desk drops)
- Be sure to include a thank you email to everyone who attended after the event and consider posting an event wrap up article to your intranet or company newsletter!



## 7. Host your event

Prepare an agenda and checklist for the day of the event to keep everything organized and on track.

If it is a virtual event, ensure all speakers sign on 10 minutes prior to event start to ensure there are no last minute tech glitches.

## 8. Event Wrap Up

- Send thank you emails to attendees and speakers
- Share any photos and event results—post an article on your intranet, send an all users email, or announce at team meetings
- Congratulate yourself for a job well done!