

NICU Family Reunion Action Plan

Item	Responsible	Timeline	Date Due	Notes
Work with hospital contacts to determine interest and feasibility of hosting NICU reunion		ASAP		
Check calendars and set a date		ASAP		
Determine event location and reserve room		ASAP		
Determine number of entertainment acts based on budget and reserve		ASAP		
Obtain cost estimates for possible entertainment including face painters, clowns, balloon artists, etc.		ASAP		
Identify and compile contact information for former patients		ASAP		
Finalize and send save-the-date evites		2-3 months prior to event		
Create Facebook Event Page		2 months prior to event		
Work with hospital contact to determine any VIPs and staff attending event		2 months prior to event		
Finalize and send invitations to event		1 month prior to event		
Work with committee to confirm speakers for program		1 month prior to event		
Obtain cost estimates for any food to be served at event		1 month prior to event		
Work with appropriate hospital contact to determine media outreach		1 month prior to event		
Post event information to online community calendars		1 month prior to event		
Determine decoration needs and purchase materials as needed		1 month prior to event		
Customize media materials and distribute to local contacts		2 weeks prior to event		
Send information to bloggers and post to Twitter and Facebook		2 weeks prior to event		
Place follow-up calls to local media to determine interest in attending event		1-2 weeks prior to event		
Place final order with food vendor(s)		3-5 days prior to event		
Print all directional signage and event materials		3-5 days prior to event		
Confirm details with all vendors (food, events, activities)		3-5 days prior to event		
Meet with committee for final walk through		1 day prior to event		
Event execution		See Run-of-Show for more details		