

1. Getting Started

Event Planning



Let's Celebrate!

Throwing a fun, family-oriented event for your NICU graduates can be a big task. Successful treatment of premature babies is a cause for celebration, and we know you want to make your former patients and their families smile.

The forms in this booklet provide guidance for the planning process and help you capture the critical ideas and decisions that will make your NICU Family Reunion manageable and memorable.

All of these documents can be found as editable files on the enclosed USB drive and can be customized to meet your event planning needs.

In this booklet you will find:

- **Contact List**

Capture the contact information for all the critical committee members and any vendors or other third parties that will contribute to your reunion.

- **Guest List**

Use this worksheet to keep track of the contact information and RSVP status of all of your reunion attendees.



- **Event Planning Checklist**

Use this form during your kick-off session to plan the scope of the event and assign responsibilities to each member.

- **Action Plan**

This streamlined list of event planning elements provides you at-a-glance planning cues to help you stay on task from the initial brainstorming meeting through the thank-you letters to the reunion attendees.

- **Run-of-Show Schedule**

This is a list you can use to manage the logistics of the event for the day before, the day of, and 1-2 days after the event.

As you engage with your colleagues to brainstorm your event, remember that kids love to have fun! Make sure to plan many fun activities and serve snacks to keep them excited!

Let's Get the Planning Started

To host a successful celebration, you will need to gather the right people to help you plan your reunion. Consider creating a committee with representatives from several backgrounds to brainstorm, organize, and execute your event. For example, invite a representative from the hospital management team, a NICU doctor or staff member, a member of the hospital media relations department, and a parent of a NICU graduate to join the committee. A balanced

group will help ensure that your event appeals to all types of guests.

While the celebration focuses on NICU graduates and their families, you will also need to invite hospital management, special guests, and staff currently working in the NICU. Use the form on the following page to keep track of key contacts.

PLANNING COMMITTEE

CONTACT TYPE	NAME	CELL PHONE #	OFFICE PHONE #	EMAIL
Hospital management				
NICU doctor/ staff member				
Hospital media relations				
Parent of NICU graduate				

EXTERNAL CONTACTS

CONTACT TYPE	NAME	CELL PHONE #	OFFICE PHONE #	EMAIL
Food vendor				
Food vendor				
Activities vendor				
Activities vendor				
Game vendor				
Game vendor				
Local media (ABC, CBS, NBC)				
Parks and recreation department				

Name of event: _____

Date: _____ Time: _____

Location: _____

Anticipated attendance: _____

BRAINSTORMING

- How many people do we need to make the event happen?
- Do we have the resources to make it happen?
- What is the party theme? (eg, treasure hunt, Olympics, pirates, Hawaiian luau, carnival, adventure, cartoon characters)

SCHEDULING

Responsible: _____

- Talk with the appropriate hospital contacts regarding:
 - What is the budget?
 - What size space do we need?
 - What kind of technical requirements do we have?
- Schedule a meeting to go over technical requirements and set up
- Food permit completed?
- Outdoor space permit completed?
- Sound permit completed?
- Sanitation permit completed?

INVITATIONS

Responsible: _____

- Review and complete template invitations

GRANTS/FUNDRAISING

Responsible: _____

- Identify potential supporters
- If you are applying for grants, did you get your applications in by the deadline?

ADVERTISING/PUBLIC RELATIONS

Responsible: _____

- Determine appropriate advertising needs for event
 - Internal hospital opportunities
 - Community opportunities
- Determine any community outreach
- Determine any media outreach
- Determine any other form of marketing
 - Social media such as Facebook, Twitter
 - Hospital website
 - Hospital newsletter
 - Other _____

SHOPPING

Responsible: _____

- Determine any on-site supplies needed, including:
 - Decorations and supplies
 - Food
 - Other _____

WEEK PRIOR

Responsible: _____

- Call to confirm reservations and make sure all details are secured if event is off-site
- Assign event shifts for group volunteers (set up, during the event, break down)
- Create any signs, programs, or fliers needed at the event
- Remind vendors and volunteers of time and place of the event
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

AFTER THE EVENT

Responsible: _____

- Send thank-you notes to event organizers and on-site help
- Complete and submit post-event evaluation
- Make sure to pay all bills
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

DAY OF EVENT (See Run-of-Show Schedule)

Responsible: _____

- Arrive early to the event for set up
- Meet vendors at the event and assist with set up
- Greet guests and distribute information
- Have fun!
- Clean up and remember that your location may have special clean up regulations

ITEM	RESPONSIBLE	TIMELINE	DATE DUE	NOTES
Work with hospital contact to determine interest and feasibility of hosting 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 the 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		

DATE: DAY BEFORE EVENT

TIME	ACTIVITY	LOCATION	NOTES/LOGISTICS	RESPONSIBILITY
9:00 AM	Travel to event location			
10:00 AM	Conduct media outreach, if appropriate			
11:00 AM	Review Run-of-Show, roles, and responsibilities			
12:00 PM	Supplies inventory			
1:00 PM	Vendor confirmations			
2:00 PM	Site visit			
3:00–5:00 PM	Pre-event set up, if applicable			

DATE: DAY OF EVENT

TIME	ACTIVITY	LOCATION	NOTES/LOGISTICS	RESPONSIBILITY
3 hours prior	Conduct final round of media outreach, if appropriate			
2:45 hours prior	Arrive on-site			
2 hours prior	Registration; check in with event organizers			
8:30–9:30 AM	Event staging, set up			
8:30–9:30 AM	Third-party vendors arrive; set up			
15 minutes prior	Team briefing; event staff in place			
Event kick off	Event begins			
30 minutes post event kick off	Begin activity stations			
1-2 hours post event kick off	Activity wrap up; prize giveaway			
2-3 hours post event kick off	Event ends			
3 hours post event kick off	Vendor payments			
Post event	Event break down			

DATE: 1-2 DAYS AFTER EVENT

TIME	ACTIVITY	LOCATION	NOTES/LOGISTICS	RESPONSIBILITY
9:00 AM	Follow up media outreach, if appropriate			
10:00 AM	Post-event evaluation with committee			
12:00 PM	Complete and send post-event evaluation			
1:00 PM	Tie up loose ends with vendors and event organizers; transport or ship materials to appropriate base location			

