

# EVENT PLANNING & MARKETING CHECKLIST

Date of Event: \_\_\_\_\_ Event Coordinator: \_\_\_\_\_



## Establishing Goals and Objectives

For information to help complete this section, see page 1 of the guide.

1

2

3

4

5

Goals to consider:

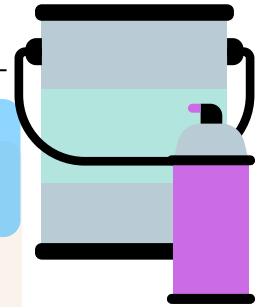
- Raise awareness about HHW
- Reduce the use of products that are identified as hazardous
- Reuse products that can safely be redistributed to community members
- Protect local environmental resources
- Protect health and safety of community members
- Safe disposal of household hazardous waste

*More information available on pages 2 and 3 of the guide.*



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## Establish a Budget

For more information on potential costs, see page 3 of the guide.

**Venue** \_\_\_\_\_

**Contractor** \_\_\_\_\_

**Marketing** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Tools** \_\_\_\_\_

**Total** \_\_\_\_\_

A rough estimate for possible contractor expenses could be estimated using the following formula:

**Cost estimate = number of households x percent that will participate x average weight per household x cost per pound (\$100) + \$5000**

\_\_\_\_\_ X \_\_\_\_\_ X \_\_\_\_\_ x 100 + 5000 = \_\_\_\_\_  
# of households % that will participate avg. weight/household total contractor cost estimate

Other methods for estimating costs include waste assessments, community surveys, and past events. *See pages 2 and 3 of the guide for more information.*

## Identifying Funding

See page 5 of the guide for possible funding sources.  
Keep in mind your budget will be impacted by event type.

**Amount**

**Possible Source**

**Contact**

\_\_\_\_\_

\_\_\_\_\_

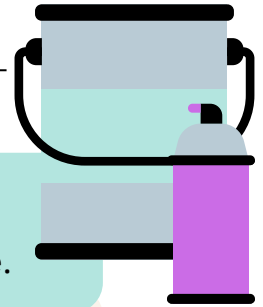
\_\_\_\_\_

\_\_\_\_\_ **Total**



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## Building your Team

For helpful tips on how to fill out this section, see page 5 of the guide.

Team Lead: \_\_\_\_\_ Contact Info: \_\_\_\_\_

Name	Responsibilities	Email	Phone Number
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
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_____	_____	_____	_____
_____	_____	_____	_____

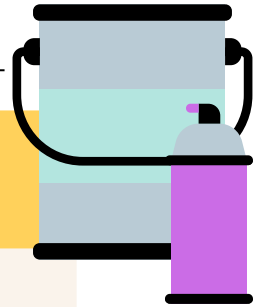
Consider including team members with the following skills or responsibilities:

- Event coordinator
- Waste Management
- Education & Outreach
- Logistics
- Health & Safety
- Event Volunteers



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## Selecting a Venue

For information on selecting a venue, see page 8 of the guide.

Venue/Location	Cost	Contact	Notes
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Vendor Confirmed:

☐

\_\_\_\_\_

## Selecting an HHW Contractor

For information on how to determine a contractor, see page 9 of the guide.

Contractor	Cost	Contact	Notes
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Contractor Confirmed:

☐

\_\_\_\_\_



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## Health & Safety/Emergency Response Plan

For more information on this section, see page 7 of the guide.

Emergency Response Onsite  
Coordinator

Contact Information

Police Contact

Contact Information

Fire Contact

Contact Information

Emergency Services Contacts  
Name

Contact Information

### Onsite Safety Measures

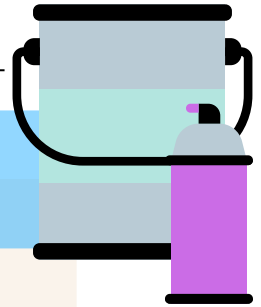
### Emergency Response Procedures

☐ Completed Emergency Response Plan



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## Technology Tools

For technology tool considerations, see page 8 of the guide.

Tool	Cost	Vendor	Notes
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

## List of Partner Organizations

For more information, see pages 6 and 7 of the guide.

Partner	Contact	Role	Notes
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____



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## Event Logistics

For information on day-of event logistics, see page 6 of the guide.

Consider planning for the following event elements:

- ☐ Health & Safety/Emergency response plan
- ☐ Event set-up
- ☐ Participant Check-in
- ☐ Reuse station
- ☐ Payment (if applicable)

### Event Schedule, including set-up

Time	Task	Contact
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____



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## Marketing and Promotional Guide

For more information on developing a marketing plan, see page 9 of the guide.

Marketing and promotion plans should include:

- educational materials to inform community members about the types of materials they may have in their possession that are considered HHW
- information about your event and how community members can participate
- tips for reducing HHW by using alternative products and adopting integrated pest management practices post-event details highlighting your success

The following page features a 6-week promotional plan calendar.

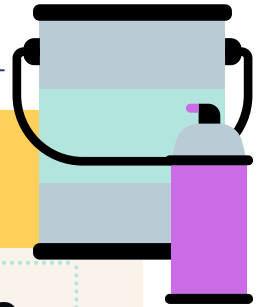
The calendar will help map out promotional efforts across multiple platforms. Use the example promotional calendar, located at the end of this guide, to inspire ideas.

Use the above tips to help outline ideas in the below blank space.



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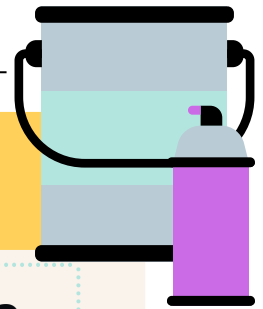


## Marketing and Promotional Plan

	Su	Mo	Tu	We	Th	Fr	Sa
Week 1							
Week 2							
Week 3							
Week 4							
Week 5							
Week 6							

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## Marketing and Promotional Plan Example

	Su	Mo	Tu	We	Th	Fr	Sa
<b>Week 1</b>		<b>FB/IG Post</b>		<b>Mailer</b>		<b>Email Blast</b>	
<b>Week 2</b>			<b>FB/IG Post</b>		<b>FB/IG Post</b>		
<b>Week 3</b>		<b>Blog Post</b>		<b>Email Advertising Blog Post</b>		<b>FB/IG Post</b>	
<b>Week 4</b>		<b>Second Mailer</b>		<b>FB/IG Post</b>			
<b>Week 5</b>		<b>FB/IG Post</b>			<b>Email Blast</b>		
<b>Week 6</b>		<b>FB/IG Post</b>		<b>FB/IG Post</b>		<b>FB/IG Post</b>	

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## Determining Measures of Success

For information on how to fill out this section, see page 10 of the guide.

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

Metrics to consider:

- Engagement
- Participation
- Materials collected
- Post-event evaluation

*More information available on pages 10 and 11 of the guide.*

### Don't forget to celebrate your success!

After you've collected and reviewed the data, thank the community for participating and share the results with them.

