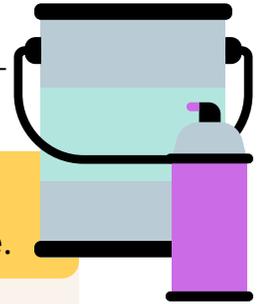


EVENT PLANNING & MARKETING CHECKLIST

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:

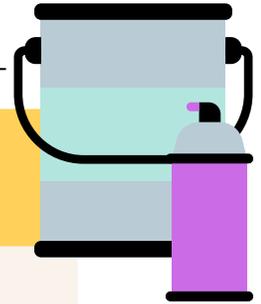
- Raise awareness about HHW
- Reduce the use of products that are identified as hazardous
- Reuse products that can safely be redistributed to community members
- Protect local environmental resources
- Protect health and safety of community members
- Safe disposal of household hazardous waste

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



EVENT PLANNING & MARKETING CHECKLIST

Date of Event: _____ Event Coordinator: _____



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.

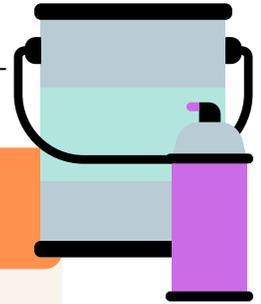
Contractor	Cost	Contact	Notes
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Contractor Confirmed:



EVENT PLANNING & MARKETING CHECKLIST

Date of Event: _____ Event Coordinator: _____



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

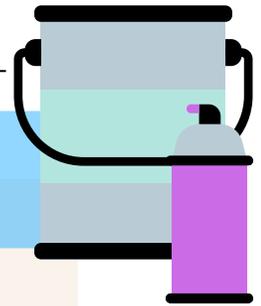
Emergency Response Procedures



Completed Emergency Response Plan

EVENT PLANNING & MARKETING CHECKLIST

Date of Event: _____ Event Coordinator: _____



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
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____



EVENT PLANNING & MARKETING CHECKLIST

Date of Event: _____ Event Coordinator: _____

Marketing and Promotional Guide

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

Marketing and promotion plans should include:

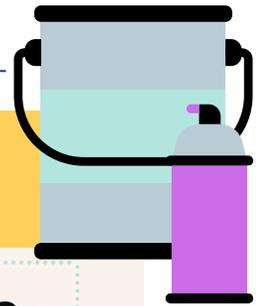
- educational materials to inform community members about the types of materials they may have in their possession that are considered HHW
- information about your event and how community members can participate
- tips for reducing HHW by using alternative products and adopting integrated pest management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

EVENT PLANNING & MARKETING CHECKLIST

Date of Event: _____ Event Coordinator: _____

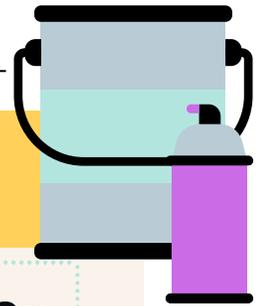


Marketing and Promotional Plan

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

EVENT PLANNING & MARKETING CHECKLIST

Date of Event: _____ Event Coordinator: _____

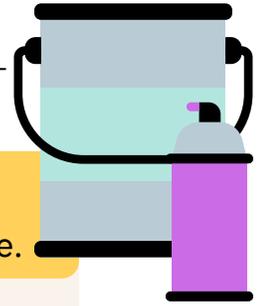


Marketing and Promotional Plan Example

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

EVENT PLANNING & MARKETING CHECKLIST

Date of Event: _____ Event Coordinator: _____



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.

