**Welcoming Week Planning Checklist**

After you’ve identified the type of event(s) you’ll host, engaged partners, and set your goals, you may want to consider the following:

**AGENDA**

* Identify the setting and an agenda that ensures key audiences and partners feel welcomed.
* Set the speakers list, including local VIPs and champions

**PRE-EVENT LOGISTICS**

* Secure and confirm location for event
* Set time and date of event
* Recruit volunteers
* Secure or create all materials and props needed (e.g. microphone, speakers, podium, paper plates, paint brushes, etc.) (if an in-person event)
* [Let us know your event details and sign up for free T-shirts](https://forms.gle/A7XfumENDRzCCRSW9)

**CREATE A TURN-OUT PLAN**

* Share the local Facebook event created by SWIF ([Fill out this form to let us know who should be the local cohost on your Facebook event)](https://forms.gle/A7XfumENDRzCCRSW9)
* [Add your event](https://wamerica.us/WW2021addevent) to the Welcoming Week event map
* Create a schedule of social media posts to get people excited and wondering how they can participate.
* Identify organizational partners, allies, donors, etc. and send invitations
* Send out reminder with clear roles and logistics to volunteers

**GET THE WORD OUT**

* Send a media advisory a week before your event and follow up with journalists a couple of days in advance.
* Make media follow-up/turn-out calls
* Send out the press release day of the event. (Check
* Assign a press contact person - this person should be available at the event
* Use #WelcomingWeek2022 to live tweet and in all social media posts

**ASSIGN DAY-OF ROLES**

* Confirm your photographer/videographer (you will also want to be sure they are collecting signed release forms)
* Confirm master of ceremonies or moderator (if applicable)
* Confirm volunteer coordinator (if applicable)

**COLLECT YOUR EVENT MATERIALS**

* Clipboards and pens
* Sign-in sheets
* Evaluations
* Welcoming banner
* Video/photo release forms
* Download and print signs from welcomingweek.org (available in various languages)

**AFTER THE EVENT**

* Send thank you emails or notes
* Post and tag pictures on your website, blog, and Facebook page
* Share your best stories from Welcoming Week with us on social media or send them to mariez@swifoundation.org
* Identify how you and your community will continue to welcome throughout the year.

**FOR VIRTUAL EVENTS**

* Review virtual event platforms. See the top webinar platforms [HERE](https://www.trustradius.com/virtual-event).
* Select an event host to guide the event. This person would do the main introduction and closing for webinars or live streaming.
* Create a schedule and script for event participants.
* Make sure to include ways for attendees to interact. Ask them to live tweet using the hashtags #WelcomingWeek #BelongingBeginsWithUS or enable live commenting.
* Determine your audience. With a virtual event, you can now reach a much larger audience.
* Consider time zones so your event is readily accessible to a broad range of people.
* Optimize the quality of your event environment (lighting, sound)
* Test, test, test! Do a dry run with your event panelists to make sure your event runs smoothly.