

# EVENT PLANNING GUIDE: SHORELINE DEMO SITE

## Detailed Task List

### EVENT PLANNING

#### **Secure community living shoreline demonstration sites for desired dates**

- See living shoreline demonstration sites [[link to resource list](#)]
- Ensure sufficient space and parking
- Factor in seasonality and potential weather conditions when choosing date

#### **Determine agenda topics and secure speakers**

- Determine relevant topics/agenda ideas – (SEE SAMPLE AGENDA)
- Determine speakers most suitable to address agenda topics – ideas follow:
  - » *Sponsoring NGO, CBP, CBF, municipality representative or event host*
    - › *Consider naming this individual as event emcee who will open and close event and introduce and transition speakers throughout the event*
  - » *Site demonstration expert, project engineer or manager who can act as demo site tour guide*
  - » *Other relevant and credible speakers with living shoreline expertise*
    - › *designers, contractors, consultants, engineers*
    - › *academic speakers*
    - › *permitting agency representatives*
    - › *private property owners who have installed living shorelines or living shoreline ambassadors*

- Solicit and secure potential speakers
  - » *See resource table link for variety of presenter options and contact information [link to resource list]*
  - » *Solicit suggestions from state and governmental agencies, non-governmental agencies [link to resource list]*
- Develop speaker guidelines and expectations to aid in development of presentations including any elements for desired level of consistency
  - » *Send to speakers well in advance of event*
- Establish draft and final presentation due dates

#### **Develop plan and flow for demonstration site tour**

- Engage demo site tour guide/project manager in plan development

#### **Solicit vendors, contractors, demo site experts, and living shoreline ambassadors for post-event mini expo [link to resource list]**

- Consider the following informational booths or display tables:
  - » *Living shoreline vendors/contractors (nurseries, contractors, designers, consulting firms)*
  - » *Living shoreline ambassadors to share their first-hand experiences*
  - » *Demonstration site experts or project managers to address Q&As*
  - » *Sponsoring/host organization*

#### **Arrange for event and audio/visual equipment needs; determine physical layout of event**

- Order tents, tables, chairs (attendee seating during presentations, vendor display tables, tables for eating while mingling pre-event)
- Arrange for A/V expert, technology and equipment
  - » *Portable audio/visual equipment for main presentation*
  - » *Microphones for main speaker and attendees for closing Q&A session*
  - » *Several laptops for pre-presentation slide show to showcase successful living shoreline case studies, exemplary sites, before/after images*
  - » *Speaker lectern*
- Arrange for event photographer/videographer if desired

### **Promote event/invite attendees**

- Consider the following attendees:
  - » *Private property owners (targeted attendees) [link to resource list]*
  - » *Living shoreline ambassadors (invite to participate in closing Q&A session or during post-event mini expo for purposes of sharing their testimonials or experiences) [link to resource list]*
- Assemble invitee lists; consider the following sources:
  - » *Marketing lists (for purchase) of private property owners living around Bay*
  - » *Social marketing through local groups – Facebook, Twitter, Instagram, Nextdoor Neighbor [link to resource list]*
    - › *Community or neighborhood social marketing groups/sites*
    - › *NGO, CBP, CBF, municipality social marketing sites or newsletters*
  - » *Marketing through local publications [link to resource list]*
- Develop invite materials
  - » *Write outreach script (email, phone, or social media content)*
  - » *If using regular mail, ensure sufficient envelopes and postage*
  - » *Develop tracking system to record responses; follow up if needed*

### **Arrange for refreshments**

- Food caterers, food trucks, beverage coolers and ice, paperware, utensils, etc.

### **Arrange for event freebies from sponsoring/host organization**

- Consider environmentally-themed or living shoreline-relevant freebies

## **PRE-EVENT PREPARATION**

*(Days/weeks leading up to event)*

### **Re-confirm availability and readiness of venue**

### **Re-confirm speakers, vendors, contractors, equipment rental (tables, chairs, tents, audio/visual), refreshments**

- Remind speakers, vendors/contractors to bring sufficient educational materials and handouts
- Remind speakers of presentation due date

### **Create and assemble event educational displays and attendee materials**

- Include living shoreline educational handouts, brochures, infographics, toolkits and other resources
- Include before/after living shoreline images (this is an important element)

### **Finalize agenda and send to speakers**

### **Send out reminders/directions to attendees**

- Develop reminder script (email, phone or social media content)
- Pull together directions to demo site – do a test drive using GPS enabled devices to ensure location accuracy and note any discrepancies
- Reference any safety protocols it relates to tour of physical site (e.g. wear closed-toe shoes, bring umbrella, etc.) or possible current COVID-19 guidelines (e.g. masks, distance-seating, etc.)
- If using regular mail, ensure sufficient envelopes and postage

### **Ensure sufficient resources for set-up, take down and cleanup**

### **Pull together speaker presentations into one PowerPoint to ensure seamless flow of presentations**

- Request speaker presentations one to two weeks before event to allow for edits

### **Perform presentation dry-run and walk-through**

- Arrange for online meeting with all speakers present

### **Load up speaker presentations on main PC and pre-event slideshows on laptops**

- Have presentation and slideshow backups on flash drive

### **Create and have handy event participant contact list with cell phone numbers**

- Include anyone who is part of the day's program; ensure cell phones are charged

### **Assemble box of supplies (tape, scissors, pens/pencils, glue, stapler, etc.) and have handy for any event snafus**

## EVENT DAY

**Arrive early to allow for sufficient set-up time and potential problem resolution**

**Event set-up tables (tents, audio/visual equipment, displays, signage, handouts)**

- Set-up tents, attendee tables and chairs, post-event mini expo tables, attendee check-in table, visual displays, educational handouts, and event freebies; place event directional signage
- Set-up audio/visual equipment - main PC, projector, microphones and pre-event slideshows

**Test audio/visual technology to ensure everything is working properly**

- Test speaker presentations on main PC and pre-event slideshows on laptops
- Test daylight lighting for impact on presentation screen

**Staff up check-in table for attendee sign in**

**Run event – (SEE SAMPLE AGENDA AND RUN OF SHOW DAY FLOW)**

**Take down displays and cleanup event site**

# Event Checklist

KEY TASK *	WHEN
<b>Event Planning</b>	
Secure community living shoreline demonstration site for desired dates	6 months – 1 year
Determine agenda topics and secure speakers	6 months
Solicit vendors/contractors, demo site experts, and living shoreline ambassadors for post-event mini expo	6 months
Arrange for event and audio/visual equipment needs; determine physical layout of event	4 months
Promote event and invite attendees	3 months
Arrange for refreshments	2 months
Arrange for event freebies from sponsoring organization	2 months
<b>Pre-Event Preparation (days/weeks leading up to event)</b>	
Re-confirm availability and readiness of venue	2 months
Re-confirm speakers, vendors, contractors, equipment rental (tables, chairs, tents, audio/visual), refreshments	2 months
Create and assemble event educational displays and attendee materials	1 month
Finalize agenda and send to speakers	2 weeks
Send out reminders/directions to attendees	2 weeks
Ensure sufficient resources for set-up, take down and cleanup	2 weeks
Pull together final speaker presentations into one PowerPoint	1 week
Perform presentation/speaker dry-run and walk-through	1 week
Load up speaker presentations on main PC and pre-event slideshows on laptops	1 day
Create and have handy event participant contact list with cell phone numbers - anyone who is part of the day's program	1 day
Assemble box of supplies (tape, scissors, pens/pencils, glue, stapler, etc.) and have handy for any event snafus	1 day

KEY TASK *	WHEN
Event Day (arrive early)	
Event set-up tables (tents, audio/visual equipment, displays, signage, handouts)	Event Day
Test audio/visual technology and daylight lighting impact on presentations	
Ensure arrival of all speakers and post-event mini expo participants; contact if necessary	
Staff up check-in table for attendee sign in	
Run event – (SEE SAMPLE AGENDA AND RUN OF SHOW DAY FLOW)	
Take down displays and clean up event site	

# Day Flow and Schedule

TIME	LENGTH	PROGRAM	CUES	SCREEN CONTENT	AUDIO/PCS/LIGHTING	NOTES
10:00	:30	Pre-event mingling and refreshments; attendees begin arriving	Attendee check-in begins		Test prior to event start; test lighting to ensure outdoor day lighting doesn't interfere with presentation screen	
10:30	:10	Attendees arrive and seat themselves for presentation; (if visual elements, have slideshow of LS projects and property owner, ambassador testimonials)	Announcement of program start; all to take their seats and mute phones	PowerPoint Presentation - Event Intro and Welcome Slide		
10:40	:05	Meeting Host Speaker - Event Introduction and Meeting Etiquette	Meeting host approaches lecturn	Welcome and Meeting Etiquette Slides		
10:45	:20	Speaker #1: Overview of Living Shorelines	Meeting host introduces 1st speaker	PowerPoint Presentation #1		
11:05	:20	Speaker #2: Living Shoreline Practical Applications for Private Landowners	Speaker #1 ends; meeting host introduces 2nd speaker	PowerPoint Presentation #2		



TIME	LENGTH	PROGRAM	CUES	SCREEN CONTENT	AUDIO/PCS/ LIGHTING	NOTES
11:25	:20	Speaker #3: Living Shoreline Resources	Speaker #2 ends; meeting host introduces 3rd speaker	PowerPoint Presentation #3		
11:45	:10	Pre-Demo Tour Meeting Break	Speaker #3 ends; meeting host introduces meeting break	Meeting Break Slide		
11:55	:45	Living Shorelines Demonstration Site Public Tour	Meeting host announces start of demonstration site tour; introduces demonstration site tour guide	Proceed to Demonstration Site Slide		
12:35	:05	Event Close and Thanks	Mmeeting host announces close of meeting and post-event mini expo	Thanks and Closing Slide		
12:40	:20	Vendor and contractor mini-expo – browsing and attendee education; ambassador Q&A		Mini-Expo Now In Session Slide (ends at xx:xx)		
1:00	:00	Event Conclusion			Take down	

# Agenda

POSSIBLE TOPICS	TIME	SPEAKER
Event Introduction/Purpose and Meeting Etiquette <i>(mute cell phones, restroom location, safety issues, etc.)</i>	5 mins	Meeting host
Overview of Living Shorelines: Why Living Shorelines? <i>(purpose, importance, benefits, and realities of living shorelines)</i>	20 mins	Speaker #1
Living Shoreline Practical Applications for the Private Landowner <ul style="list-style-type: none"> <li>› <i>(Option 1)</i> Private Landowner, Ambassador Case Study, and Testimonial</li> <li>› <i>(Option 2)</i> Private Landowner Ambassador Panel</li> </ul>	20 mins 30 mins	Speaker #2 Speaker panel
Living Shoreline Resources <i>(planning/design, contractor selection, funding, permitting, installation, plant selection)</i>	20 mins	Speaker #3
Meeting Break	10 mins	Meeting host
A Living Shoreline In Action - Public site tour including Q&A <ul style="list-style-type: none"> <li>› Project overview, background, and need for living shoreline</li> <li>› Specific living shoreline technique used (address benefits; compare and contrast to other types)</li> <li>› Types of plants (plant choice, plant features; certain plants have certain ecological functions)</li> <li>› Post-installation maintenance requirements</li> <li>› Q&amp;A</li> </ul>	45 mins – 1 hour	Demo site expert and tour guide
Event Close and Thanks	5 mins	Meeting host
Commence Post-Event Mini Expo	As time allows	