

The Smart Talk Satellite Event: Planning Check List

Step 1: Recruit Your Team

Recruiting a large and diverse team of families, students, school personnel and community volunteers will make planning and implementing your Smart Talk Satellite Event much easier!

- Broadly announce opportunities to help plan, promote and execute your event, rather than relying on the same small group of volunteers. You might be surprised to see who steps up!
- Invite a student to speak at the event about their experience with digital responsibility and safety. Local PTSA leaders from nearby middle and high schools may be good sources.
- Don't forget to engage community members who care about children and their safety.

Step 2: Plan Your Event

Determining the agenda and the logistics will ensure that your event is well organized, well supported and successful. Questions to consider when planning include:

- What time will our event be?
- Where will our event be held? Do we need to reserve space?
- What topics will be on the agenda?
- What speakers will be invited? PTA leaders? Students? Safety officers? Who will invite these speakers?
- Is audio/visual required? Who will coordinate this?
- Will food and beverage be provided? If yes, who will coordinate?
- What incentive, if any, will be offered to families to complete The Smart Talk? (limit to \$100)

Step 3: Promote Your Event

Once you have recruited your team and planned your event, it's important to communicate with families and community members to let them know what's happening.

At School:

- Include a message in students' morning announcements.
- Write an article for the school newsletter.
- Post the date and reminders on outdoor signs near student drop-off/pickup locations.

At Home:

- Nothing beats a personal invitation! Put family invitations in every kid's backpack to take home.
- Use social media (Facebook, Twitter) to provide frequent updates about the upcoming event. You can use the provided sample social media messaging and graphics to help.
- Post an announcement on the school and/or PTA website.
- Write an article about digital safety and social media dos and don'ts for a PTA or school newsletter that is sent home to parents.

In the Community:

- Work with school officials to customize the provided sample media releases to invite local coverage. Don't forget smaller local media outlets such as neighborhood association blogs and newsletters.

- Send the sample invitations to local digital safety experts (consider law enforcement officials, technology professionals or policymakers).
- Ask a local radio station to be a media partner! They can broadcast digital safety-related Public Service Announcements during that week.

Step 4: Host Your Event

Consider the following ideas to help your event program run smoothly and achieve its goals:

Welcome All Families

- Post welcome and directional signs in multiple languages to fully represent your school community.
- Ask the school principal and/or PTA president to greet families and thank them for coming.
- Consider accessibility for family members with disabilities. Is your event location accessible to those with mobility challenges? Would any of your families benefit from sign-language interpreters or other accommodations?
- Make sure parking is available for families; determine transportation options for venue.

Make Safety a Priority

- Review event safety guidelines and emergency procedures with school/facility staff and PTA volunteers.
- Have a backup plan for inclement weather, including how you will let families know in a timely manner if the event must be canceled or rescheduled.

Manage Volunteers

- Be sure all speakers and volunteers know their roles, when to arrive and where to report.
- Consider assigning dedicated, trusted volunteers to critical roles, such as:
 - Setting up and testing any audiovisual equipment
 - Serving as the event photographer/social media manager
 - Acting as “host” to attending officials or guest speakers
 - Responding to vendor questions (e.g., food delivery logistics)
 - Recording the follow-up contact information of attendees
- Track all volunteer hours for recognition and planning purposes.
- If any volunteers are students who need community service hours, complete and sign their required forms promptly.

Step 5: Evaluate Your Event

As part of your funding agreement with National PTA, an online survey must be completed after the event, which includes the following data:

- Number of event attendees (parents, students, staff, etc.)
- Number of Smart Talk family agreements that were created by event attendees after the event
- Local media hits promoting your program and resources (if applicable)
- Social media and website tracking (how many likes and shares)
- Photos and videos from the event
- At least one anecdotal Smart Talk family story

Suggested Event Agenda

<p>Welcome by PTA leader or Principal</p> <ul style="list-style-type: none"> • This may also be a good time to introduce any special guest speakers and allow them to give opening remarks. 	<p>(5 min.)</p>
<p>Introducing the problem:</p> <ul style="list-style-type: none"> • Local safety officer or technology expert could speak about the risks associated with irresponsible social media/smartphone use • PTSA student leader from local high school could share their advice/lessons learned about social media with younger students • PTA leader could share anecdotal story about pitfalls of kids with social media or smartphone • Students could perform short skit about digital safety (e.g., Little Red Riding Hood tagging her location on Facebook so The Big Bad Wolf sees she is at Grandmother's house). 	<p>(10 min.)</p>
<p>Educating attendees about solutions:</p> <ul style="list-style-type: none"> • PTA Leader who has completed The Smart Talk with their family can share testimonial of their experience (National PTA talking points can serve as a starting point) • PTA Leader walks attendees through The Smart Talk tool site: <ul style="list-style-type: none"> ○ TheSmartTalk.org ○ Vimeo.com/180796334/45283f50cc • Show one of The Smart Talk videos: <ul style="list-style-type: none"> ○ YouTube.com/Watch?v=7kuWK-7GFfo&feature=youtu.be ○ YouTube.com/Watch?v=7Ri_XalVaLA ○ YouTube.com/Watch?v=RAHmlvlhWUA&feature=youtu.be • Inform attendees of incentive for completing Smart Talk agreements (e.g., announce that there will be a drawing in the next days) 	<p>(10 min.)</p>
<p>Audience Q&A</p> <ul style="list-style-type: none"> • Allow time for some discussion and answer any attendee questions. • Ensure all attendees have received fliers and have shared follow-up contact information if applicable 	<p>(5 min.)</p>