**Planning Timeline for a Real-Time PTA Connected Smart Talk Conversation Event**

This checklist can help you build a timeline that is specific to your PTA’s event and goals.

**At Least 3-5 Weeks Before Your Event**

* **Contact your school administration** to determine ways to collaborate in the planning and hosting of this event. Be sure to engage your principal, teachers and other school staff.
* **Review** the PTA Connected Smart Talk Conversation program materials at [PTA.org/Connected/Smart-Talk](https://www.pta.org/home/programs/connected/smart-talk).
* **Secure your date** and time for the live event.
* **Determine your platform** (Zoom, Google Meet, Teams, etc.).
* Determine if your school will use a **presenter or a student panel**.
* **Research and schedule a presenter** (i.e., digital safety expert, student panel, technology teacher, etc.) **or student panel**.
* **Prepare your promotional materials**—Download our [sample program flyer](https://www.pta.org/docs/default-source/files/programs/pta-connected/2021/real-time/flyer-template.docx) and [sample messaging](https://www.pta.org/docs/default-source/files/programs/pta-connected/2021/real-time/sample-messaging.docx).
* **Advertise the PTA Connected Smart Talk Conversation event** to families through PTA and school channels (e.g., school newsletter, school website, all-staff email, family engagement office, school district email). Consult with your school’s family engagement office to figure out the best means of reaching families. In your outreach, emphasize that this is a family event, and caregivers are expected to participate with their children. Check out the sample [family invitation letter](https://www.pta.org/docs/default-source/files/programs/pta-connected/2021/real-time/sample-invitation-to-participants.docx).
* **Determine responsibilities and recruit volunteers.** Assign the roles your PTA members will play and the roles your volunteers will fill. Some of the volunteer roles will include promoting for the event, logistics and planning, and day-of facilitation of the breakout rooms. Reach out to get additional volunteers as necessary. Check out the [sample volunteer invitation letter](https://www.pta.org/docs/default-source/files/programs/pta-connected/2021/real-time/sample-letter-to-volunteers.docx).
* **Select the topic for your group discussion.** There are three choices. Your local PTA can determine which of these three choices you will offer for the last 15 min of the event: Technology Use Discussion, Cyberbullying Discussion, or Family App Discussion. Your local PTA can determine if you will offer one, two or all three of the topics, depending on your community’s needs, but we do recommend just focusing on one for your first event.
* **Ensure your materials are accessible**—Some of our toolkit items have already been translated into Spanish, but consider translating handouts into other languages if necessary.
* **Determine a plan to distribute the** [**handouts**](https://www.pta.org/docs/default-source/files/programs/pta-connected/2021/real-time/handouts.pdf)**.** They can be included digitally in your promotion of the event, or your PTA can print the handouts and distribute them.

**One Week Before Your Event**

* **Confirm and train volunteers** for the live virtual event by reviewing the materials. This is a good opportunity to review the agenda. To create one, you can use this [sample agenda](https://www.pta.org/docs/default-source/files/programs/pta-connected/2021/real-time/sample-agenda.docx).
* **Distribute materials.** If you’re giving print handouts to families, be sure they have them the week before the event. Or, if you’re just making them available online, be sure to start letting people know how to access the materials the week before your event.
* **Send out event reminders** through school communications. Ensure families and speakers register and get the link to log on.
* Remember to **translate documents** for non-Native English-speaking families. Consider doing targeted outreach via phone calls or other means to ensure all families feel welcome to participate.
* **Edit the PowerPoint to reflect which topic you are offering:** Technology Use, Cyberbullying, and/or Family App Discussion.
* **Continue promoting the event** via your PTA’s communication channels.
* **Touch base with volunteers** to be sure everyone understands their roles.

**Day of Your Event**

* **Get your technology going at least an hour before the event** so you’re sure everything is working properly.
* **Prepare for the event** by doing a walk-through with everyone running the event an hour or so before it begins.
* **Send a final reminder to registrants** to make sure they remember to attend the event and know how to access the link to join. Include a note about the media release form so families don’t forget to complete it.

**During Your Event**

* **Engage families** by using the [Facilitator Guide](https://www.pta.org/docs/default-source/files/programs/pta-connected/2021/real-time/facilitator-guide.docx) and [PowerPoint](https://www.pta.org/docs/default-source/files/programs/pta-connected/2021/real-time/slide-deck.pptx).
* **Take pictures and videos** to market your programs and to share with the National PTA. These can also be used in your post-event wrap-up communications to show the value your PTA brings to the school. Remind people to take pictures of them completing The Smart Talk and post pictures in real time. Give participants an email address or link to drop the pictures, or suggest that they tag your PTA on social media. Tip: To get video, your PTA can also record the session and pull from there!
* At the end of the event, send families the link to complete their attendee survey at <PTA.org/Survey>.

**The Day After Your Event**

* Complete and **send the PTA Leader Feedback Form** to National PTA (this is a grant requirement). You should do this in the [online grants portal](https://ptagrants.secure-platform.com/a).
* **Post on social media** to share highlights from your event with the greater school community! Be sure to tag @NationalPTA so the posts can possibly be promoted on a national level.

**In the Weeks After Event**

* **Gather feedback** from PTA members, volunteers and community partners about what went well with the event and what should be changed for future events.