

Event Planning Guide

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 Be Internet Family Workshop 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 the school librarian, instructional technology or media literacy teachers to help facilitate the event.
- Look to see if there are high school students such as members of the Honor Societies or media clubs who would be interested in supporting the event.
- Don't forget to engage all 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?
- How will you invite families and manage RSVPs?
- Where will your event be held? Do we need to reserve the space?
 - Remember you will need a space or spaces that accommodate the full group at once and small break-out groups.
- Audio visual is required for the presentation section? Who coordinates this?
- Will food and beverage be provided? If yes, who will coordinate?

Step 3: Promote Your Event

Once you have recruited your team and planned your event, it's important to communicate with families and your community 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
- Make sure flyers and signs are posted in all languages spoken in the school community.

At Home

- Nothing beats a personal invitation! Put family invitations in every kid's backpack to take home. Make sure these are inclusive of the languages spoken at 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 do's 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 press 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, librarians or policymakers).
- Ask a local radio station to be a media partner: announcing digital safety-related Public Service Announcements during the week of your event.

Step 4: Host Your Event

Consider the following ideas to help your 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.
- Provide a separate room with childcare for families with younger children. This room can be staffed by high school volunteers.

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.
- Provide break-out activity guides to each volunteer before the event and supply extra copies for the night of the event.
- 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 (i.e. food delivery)
 - Recording 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)
- 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 family story