3 Weeks before The Smart Talk Conversation:
- **Gather supplies needed**
- **Plan for food** – solicit donations of produce and/or healthy snacks from a grocery store food supplier.
- **Research and schedule** a presenter (i.e., digital safety expert) to give the main presentation
- **Prepare marketing materials** - program banners and flyers
- **Advertise The Smart Talk Conversation** to families through PTA and school channels (i.e., school newsletter, school website, all-staff email, family engagement office, school district e-mail) and be sure to invite your local newspaper or submit an on-line news story to your local newspaper.
- **Determine responsibilities** including what roles your PTA members will play, what roles your volunteers will play.
- **Ensure materials are accessible** – translate items like the handouts, surveys, promotional flyers, other materials if necessary.
- **Schedule transportation** for families who may need assistance getting to the venue
- **Recruit volunteers** to provide translation for non-Native English-speaking families during the event.

One Week before The Smart Talk Conversation:
- **Confirm and train volunteers** for program prep, set-up, and breakdown.
- **Confirm that additional supplies have been ordered**.
- **Print items for the event** including The Smart Talk Quick Guide, photo release form, and a **quick guide of your choice from Connect Safely**
- **Send out event reminders** through school communications. **Remember to translate documents for non-Native English-speaking families**
- **Determine how the space will be set up**.

Day of The Smart Talk Conversation:
- **Help set up the event**, including any technology that will be necessary to give the presentation
- **Coordinate time and location that the presenter/speaker should arrive**
- **Pick up food** or coordinate with company that is catering the event
During The Smart Talk Conversation:

- **Have someone “check in” the families** – sign-in and complete the photo release form (this is a grant requirement)
- **Take pictures and videos** to share with National PTA; these can also be used in your local communications.
- **Engage families** in the hands-on, interactive Smart Talk tool
- **Clean up** after the event.

Day after The Smart Talk Conversation:

- **Complete and send PTA Leader Feedback Form** to National PTA (this is a grant requirement)
- **Gather feedback** from PTA members, volunteers, and community partners about what went well with the event and what should be changed for future events.
- **Discuss** how you will continue to do this work in the future.