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TOTAL BRAIN
HEALTH® FAIR:
INTRODUCTION

STEP 1:
EARLY STAGE
PLANNING

STEP 2:
MID-STAGE
PLANNING

STEP 3:
HOLDING YOUR
TBH FAIR



STEP 2: MID-STAGE PLANNING (6-8 MONTHS IN ADVANCE)

Completing the planning for your TBH FAIR.

EVENT LOGISTICS: FINALIZING THE “W”S

At this stage, you should have finalized the location, date, and time of your TBH FAIR. Be sure any necessary contracts or deposits, as well as room reservations in your own facility, are completed.

By now you also should have a clear sense of who will be attending, and how many participants to expect.

PRE-REGISTRATION AND ADMISSION FEES. If you plan to have participants pre-register for your fair, as part of your efforts to publicize it you should now create and distribute the registration forms. You can offer pre-registration whether or not you plan to charge for the event, but as mentioned earlier, charging even a small fee to register ahead of time is a good way to make sure folks will show up. You also may want to offer a slight discount for pre-registration—in other words, by signing up and paying ahead of time rather than at the door, participants save a little on the price of admission. Finally, decide if you will accept non-registered attendees at the door (whether you’re charging a fee or not).

To encourage registration, consider reaching out personally to folks who you know are “thought leaders”—people who often are able to interest others in events or opportunities. Encourage them to plan to attend the event and to talk it up in advance with friends and acquaintances.

ACTION:

Start outreach for your TBH FAIR. If you plan to offer pre-registration, make forms available.

EVENT CONTENT: FINALIZING YOUR SPEAKER AND STATIONS

If you haven’t already, finalize and sign a contract with your keynote speaker, panelists, and other outside experts. You also should have a clear plan for all your TBH stations, including activities, refreshments, and information stations.

FINALIZE YOUR KEYNOTE PRESENTATION: If you haven’t already, interview each of the top three or four choices identified in the early planning

ACTION:

Finalize contracts with your keynote speaker or panelists. Make sure all special requirements are clearly understood.

stage to determine who'll be best able to present the TBH philosophy and help fair attendees understand the value of participating in the activities. Double-check the potential expense as well: Can you afford the speaker's fee or honorarium? Is there room in your budget to cover travel expenses? These considerations are also important for panelists: If you plan to hold a panel, decide who the moderator will be and make sure all members of the panel are available and that you can afford their fees and potential expenses. Finally, if you have a sponsor or partner who will help cover the cost of the keynote speaker or panel, confirm with them that the requested fee and other expenses are within their expected budget as well.

Once you've finalized your speaker or panel, prepare a written contract that details your agreement and covers any special requirements, including but not limited to audiovisual (AV) requests, parking, etc. The contract should be signed by you and the speaker and panel members. Start or complete any necessary paperwork, such as W9 forms, job orders, etc.

FINALIZE YOUR TBH STATIONS: You should have planned enough stations to satisfy the formula provided in the "Early Planning" section, so that your expected attendees can move easily from station to station. You should make sure as well that you have adequately planned for an even representation of stations across the Body|Mind|Spirit continuum of the TBH Blueprint. In addition, you should consider the balance between "active" stations and "passive" stations at which you will pass out literature or provide food. The passive stations also can provide you with locations to host items for sale, such as books, or display your own marketing or program materials.

ACTION:

Finalize your TBH Stations and complete agreements and contracts with outside experts, being sure to include details such as AV needs and who will be providing materials for the station. Finalize additional personnel, including members of your staff who will participate as well as outside volunteers.

Now is also the time to prepare and sign any written contracts with all TBH Station experts outside of your own staff or volunteer base. The contract should cover the agreed terms of their services and fees. Include a clear understanding of who will be providing the materials for the station, as well as any AV or other needs they may have for their station (for example, access to an electric outlet, help moving equipment, etc.).

STAFFING. In addition to the expert for each TBH Station, you will need:

- At least one volunteer or staff member to assist the expert
- Two persons to man the registration table
- Additional volunteers to "float" and assist participants at the event, at least two for every 25 persons attending