



## 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.

### 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:

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

## 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.

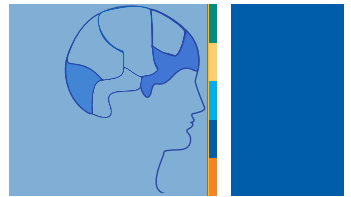
## ACTION:

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



## ON THE MENU:

### WHAT TO SERVE AT A TBH FOOD STATION

Offer foods and beverages that are not only delicious and inviting, but also “brain healthy.” Some suggestions, whether provided at a Brain Healthy Eating Station or simply as refreshments:

- Nuts (in small, sealed packages in case you have attendees with nut allergies)
- Dark chocolate
- Dried, chocolate-covered, or fresh fruit such as blueberries, strawberries, cherries, or cranberries
- Dried seaweed or kale snack chips
- Salmon jerky or smoked salmon
- Beverages such as water, iced green teas, berry fruit juices
- Healthy snack bars, such as fruit and nut bars or granola bars
- Salad or slaw including dark leafy greens such as kale or Swiss chard

**YOUR INCENTIVE PROGRAM.** The purpose of an incentive program is to encourage participants to try each TBH station. This could be a “passport” or punch card distributed during registration that can be stamped or punched at each TBH Station visited, or a small prize that’s given out at each station. You can also set up other ways of offering prizes. For example, as your TBH FAIR winds down, participants can turn in completed punch cards or evaluation forms that are then used for a raffle drawing (see box for prize ideas). Typical raffle items include brain-health related items, such as board games, books donated by local stores or participating partners or sponsors, or discounts on future program fees. Here are ideas for more inventive incentives:

- Theatre tickets to a local show or concert
- Prime parking (a reserved parking spot for a month or even a year, for residences or senior centers)
- Menu planner for the day (for residential communities)
- Private lesson with a TBH Station Expert (such as ballroom dancing, juggling, etc.)
- Gift certificate to a local game store

**FINANCING YOUR EVENT.** At this point, the costs of holding the event should be clear and you should know where the funding will come from to cover

## ACTION:

Finalize your Incentive Program for the event. Put a staff member in charge of the program and determine and get all the materials you will need (cards, pens or stickers, hole punchers, prizes, etc.)

## **ACTION:**

Finalize your budget for the event as much as possible.

## **ACTION:**

Complete agreements with your sponsors and partners, including a clear understanding of their role.

## **ACTION:**

Get going with your marketing, PR, and other outreach for the TBH FAIR.

these costs. Potential sources of revenue include registration fees, grants, monies from your operating budget, and/or sponsors and partners, as well as advertising fees from your brochure if you will be using one.

**FINALIZING YOUR SPONSORS AND PARTNERS.** Complete agreements with your sponsors and partners, including a clear understanding of their role. Be sure you are in agreement regarding the role they will play at the event, whether they will have staff present, and how their sponsorship and/or partnership will be advertised at the event.

**GET THE WORD OUT.** Now is the time to start building the buzz for your TBH FAIR. Finalize your marketing plan for the event. Develop and distribute any advertising and press materials, such as fliers and brochures.

A sample flier for a TBH FAIR is included in the Marketing Resources section.

It's a good idea to develop a press release to send to local media in the weeks prior to the event. Some media outlets, such as community magazines and local TV stations, require a fairly long lead time in order to schedule a story about upcoming events, so factor this into your outreach. If your organization maintains a regular calendar on which upcoming programs and events are listed, make sure your TBH FAIR is included. You can ask to be included in local event calendar listings, which usually is done at no additional charge. A sample press release can be found in Appendix D.

If you have the resources to advertise, look for appropriate outlets that target your intended audience. Memory Arts can provide you with bylined articles you can use to market the event to local outlets that might use them as a way to promote your TBH FAIR.