



STEP 3: HOLDING YOUR TBH FAIR (3-4 WEEKS IN ADVANCE)

You are now in the final weeks before your TBH FAIR. Your careful planning over the past months is about to pay off! Here are some final tips to ensure the success of your event.

EVENT LOGISTICS: REVISITING THE “W”S

Now is a good time to double check your “W”s. Confirm the date, time, and location of the event with your keynote speaker or panel, staff, sponsors/partners, and any suppliers and volunteers.

REGISTRATION. If you have arranged for pre-registration, you should have a clear idea of your expected attendance. If needed, you can continue to work towards a greater attendance through personal outreach and ongoing marketing and advertising efforts.

CREATE AN EVENT FLOW CHART. Before event day, visit the location with critical staff. Chart out a time flow chart that details what will happen when over the course of the fair, beginning with the set-up schedule. Finalize which non-expert volunteers and staff will be assigned to the different stations, who will man the registration table, etc. Provide station staff and volunteers with the TBH Station Worksheets so they can familiarize themselves with the details of the station.

A sample Event Flow Chart can be found in the online Planning Materials.

DEVELOP AN EVENT FLOOR PLAN. Work with your staff to determine how you will lay out the stations, keeping in mind that it's best to separate the more active, noisy stations from each other as well as from stations that would be affected by noise (such as a tai chi or meditation station). Think about how you would like your attendees to proceed through the stations, placing some “passive” or “filler” stations in between the activity stations.

A sample Event Floor Plan can be found in the Planning Materials section of your online TBH FAIR Toolkit.

HOLD A RUN-THROUGH MEETING. It is critical to the success of your TBH FAIR that your staff and volunteers are well prepared and knowledgeable in advance of the event. At least one week prior to the fair, hold a run-through meeting at the site to review the flow chart and floor plan. Confirm that your

ACTION:

Keep pushing registration!

ACTION:

Create an Event Flow Chart. Use the TBH FAIR worksheet to help plan the schedule and staffing.

ACTION:

Develop an Event Floor Plan, taking care to locate the TBH Stations by noise level and activity level.

ACTION:

Schedule and hold an on-site meeting to run through the event with key staff.

staff and volunteers understand their responsibilities for the day, including what you expect them to do at their assigned position and how the incentive program works. While you do not need to include your experts (either inside or outside professionals), remember to review with them the expectations of the day when you confirm the details of their participation (see below).

FIGURING OUT THE FLOW

One of the greatest worries of TBH FAIR planners is how attendees will know where to go once the stations open up. Even the most seasoned professional has been known to momentarily panic at the thought of 200 people suddenly storming the Drumming Station! Some tips:

- **Sign them up:** Assign participants to begin at a specific TBH Station.
- **Color code:** Here's a great solution developed by the Princeton Senior Resource Center for their recent TBH FAIR, which spanned three different buildings: Assign a color code to a specific area of the fair. Have participants start in a specific color area (for example, attach a red sticker dot to the registration materials of individuals assigned to start in the "red" area).
- **Move them along:** Assign more volunteers to move participants along past crowded stations at the start of the station activities.
- **Don't worry, be happy!** Allow participants to begin wherever they would like, figuring that they will go on to the next station when necessary. This works just fine with smaller crowds.

EVENT CONTENT:

CONFIRM, CONFIRM, CONFIRM

It is always a good idea to confirm details regarding the content of your TBH FAIR.

ACTION:

Take this last chance to confirm all the details for your speaker or panel.

CHECK IN WITH YOUR KEYNOTE PRESENTERS: You should reach out a final time to your keynote speaker or panel members. Make sure they have all necessary information, including the location, time, where to park, and other critical details. If you're holding a panel, make sure the moderator has the panelists' bios for the introduction and a sense of how the panel will

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be run. In addition, confirm whatever special requirements they have, such as audiovisual equipment. Make sure you have copies (if you're providing them) of any materials or handouts they have to share with your participants.

FINE-TUNE YOUR TBH STATIONS: Look at your pre-registration numbers and make sure that the number of stations you plan to offer make sense based on how many people you expect to attend your event. If it looks like more people will be coming than you originally thought, you may need to add a station or two; if your pre-registration numbers are on the low side, consider dropping stations accordingly. At the same time, be prepared to add or subtract at the last minute if necessary. Make sure that all literature, food, and other necessary items are already on hand or will be delivered in time for your event. Confirm that the set-up for each station (location, required equipment, etc.) is correct and complete.

CONFIRM YOUR INCENTIVE PROGRAM. Have all materials prepared (punch cards, small prizes, etc.), and be sure that you have enough of each for participants or for distribution across each station. Check that you have enough stickers, hole punchers, and pens for each station. If you're holding a raffle, review the prizes and figure out the order in which they'll be given away.

GET FEEDBACK: THE TBH FAIR EVALUATION FORM. We strongly recommend getting feedback from the participants of your TBH FAIR. Their input can help you understand how the fair was received, and give you important information for planning your next fair.

The TBH FAIR Participation Survey in the Planning Materials section, is a survey participants can easily complete as they exit the fair. Create a designated area for filling out the form with comfortable seating, pencils, and volunteers. You can ask participants to complete the TBH FAIR Participation Survey when they turn in their incentive cards, or even make completing the form a requirement for taking part in the raffle. You can download a copy of the TBH FAIR Participation Survey from the website.

Total Brain Health also welcomes the feedback you receive from the completed evaluations. You can return the forms to us for review after the event, and we will provide you with a report analyzing your event evaluations, including comments and suggestions.

ACTION:

Make sure everything is set for all of your TBH Stations.

ACTION:

Make sure you have everything you need for the Incentive Program.

ACTION:

Make copies of the TBH FAIR Participation Survey, enough for each expected participant. Assign staff to assist participants in completing the forms as they turn in their incentive cards for the raffle or prize giveaway. Arrange with Total Brain Health for your evaluation forms to be analyzed.

ACTION:

Prepare any paperwork, including invoice submissions, prior to the event.

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ACTION:

Contact your sponsors and partners once more prior to the event to review details of their participation.

ACTION:

Make one last round of calls and send one last batch of emails to market your event.

ACTION:

Plan what you'll say in introducing the event. Write your remarks, and be sure not to leave anything or anyone out!

FINALIZE YOUR FINANCES. Make certain that any required paperwork (invoices, W9s, job orders, etc.) is complete for the outside TBH Station experts, keynote speaker or panelists, and for any rentals or suppliers. If sponsors/partners or “angels” are going to contribute money to your event, make sure those funds are in place for needed payments. Most speakers and experts will expect to be paid in full by the day of the event.

CONFIRM WITH SPONSORS AND PARTNERS. Touch base with your sponsors and partners a final time; make sure they're still able to come, and make sure they'll be providing promised materials and supplies.

MAKE A FINAL PUSH ON MARKETING AND ADVERTISING. Now is your final chance to turn up the volume on marketing and advertising for the event! Make sure calendar listings and press releases have been submitted. Call your local paper, any important contacts, and even local news stations—a TBH FAIR is a compelling human interest event!



IT'S TBH FAIR DAY!

WRITE YOUR REMARKS. As the event organizer you will need to introduce the event. Typically you will make some brief remarks before and/or immediately after the keynote speaker or panel. Make sure you include:

- An introduction to the TBH Blueprint For Better Brain Fitness
- An explanation of how the event works (distribution of stations across the Body|Mind|Spirit dimensions; expectations for visiting each station, incentive program)
- A brief introduction of your speaker or panelists, including the moderator
- Acknowledgment of sponsors, partners, or “angels”
- A big thank-you for your staff and volunteers!

It's finally here! All your hard work preparing in advance should ensure that your event goes as planned. Enjoy the day and “work the room” to keep things going smoothly.

Here is a short checklist to help you stay organized on the day of the event:

- Arrive at least one hour prior to the event
- Make sure that the rooms are set up according to the Event Floor Plan
- Make sure any supplies, literature, evaluation forms, and materials are properly distributed and arranged
- Meet briefly with your staff and volunteers to confirm that everyone understands their responsibilities and the incentive program
- Make sure everything is in order for your keynote speaker or panel
- Make sure your TBH Station experts and volunteers are set up and ready to go
- Review your remarks
- Take a deep breath
- Get ready to enjoy yourself!