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| **Planning event logistics**  |
| **Question** | **Answer** |
| What is the ideal location to reach your target audience?  |  |
| Who will help you plan the event?  |  |
| Date? |  |
| Time? |  |
| Snow date? |  |
| Childcare? |  |
| Snacks? |  |
| Incentives – is there anything you can offer to entice people to attend? Maybe a raffle? |  |
| Handouts? |  |
| Technology needs? |  |
| Can this event be recorded and shared with other partners at a later date?  |  |
| Do you need a budget for anything?  |  |

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| **Planning your presentation** |
| **Question** | **Answer** |
| What sort of presentation? PowerPoint? Health fair poster? Interactive tables?  |  |
| Who is presenting?  |  |
| How will they practice?  |  |
| How will you handle questions that are outside of your scope? |  |
| Are there resources you want to share with attendees? e.g. handouts and other local resources that will help spread your message |  |
| What help do you need from SEPA partners?  |  |
| Are there questions you can ask the audience to get them involved in the conversation? |  |
| Do you want any outside guest speakers?  |  |

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| **Promotion of your event**  |
| **Question** | **Answer** |
| Have you created a promotion plan/timeline?  |  |
| What channels can you use to promote this event (social media, email, letters home, flyers, ads…) |  |
| What promotional materials do you need to create?  |  |
| What school staff/leaders should know about this event?  |  |
| Which community leads should know about this event?  |  |
| Can you be part of a larger event in the community? If the conservation commission is holding a meeting on groundwater, maybe you can piggyback?  |  |

**Blank AUDIENCE Worksheets**

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| **Audience:**  |  |
| Who is your target audience? |  |
| Where does your target audience tend to congregate? Can you set up your event at a location they regularly use?  |  |
| What makes this group special/why did you pick them?  |  |
| Are there other groups in the area who are working on a similar issue/the same issue? Do they have resource you can use?  |  |

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