

## COUNTY FAIR EVENT PLANNING TOOLKIT

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### LET'S PLAN AN EVENT

- Event type, theme, ideas
- Feasibility and timing
- Available resources
- Key messages to promote

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### FORM A PLANNING TEAM

- Have a meeting
- Discuss format of event
- Arrange speakers and/or tour stops
- Assign tasks – ie.: program, meal, sponsors, advertising

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### 1 MONTH IN ADVANCE

- Finalize social media posts to promote event
- Host a planning team meeting
- Discuss event progress
- Develop event agenda and timing
- Think about promotional items or give-aways
- Invite the media to cover your event (Nebraska Farm Bureau can help!)

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### 2 MONTHS IN ADVANCE

- Plan your promotion
- Who do you want to attend?
- How do you want to reach them?
- Print promotion (ads for the paper) should be created now
- Invite your guests
- Send personal invitations to guests

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### 1 WEEK IN ADVANCE

- Finalize agenda
- Contact speakers to confirm details
- Obtain final numbers of participants
- Finalize push for promotion
- Contact local media
- Utilize social media
- Word of mouth never hurts

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### EVENT WEEK

- Rally volunteers
- Use enthusiasm
- Thank them in advance
- Provide detailed instructions or training
- Make sure your location is presentable for your guests
- Finalize key messages and information to provide guests
- Ensure safety regulations are in place

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### AFTER EVENT

- Thank volunteers and sponsors
- Send photos, captions, and a short description along with some key points to the media
- Post your photos
- Make notes to review for next time
- Submit Nebraska Farm Bureau Foundation activity report

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### EVENT DAY

- Emphasize the importance of Nebraska agriculture
- Stay on time and stay positive
- Allow time for question/answer period
- Ask participants to complete evaluation