



Event Best Practices



Feed a Bee

Hoping to spread the good news about your pollinator project? Here's a quick and easy checklist to make your community event or field day as easy as 1, 2, 3!

Stage 1: Planning

- Determine the goals and objectives you want to accomplish with the event.
- Be intentional with your attendee list.
- Plan appropriate content and/or activities, based on the age and size of the group attending.
- Determine your budget.
- Think through the event flow and how you want the attendee experience to be structured, from the time they arrive until they leave. Create an agenda for the day, and use it as a guide.
- Select the materials needed to make the event a success and begin sourcing them. This could include seeds for planting, educational materials for any hands-on activities, signage, printed fliers or brochures, goodie bags and more.
- Consider including refreshments, even if it's just a light snack and water. These are great value adds for any event, even in lieu of a full meal.



Stage 2: Promotion

- Create and issue invitations with an RSVP. This will ensure you have an accurate headcount for any supplies and food you provide.
- Post about the event on your organization's website, social media channels, on community bulletins and message boards and anywhere else that makes sense, if the event is not invitation only.
- Reach out to local newspapers, community magazines and other media outlets to drum up interest in your event. Even calling the local news desk to let them know that the event is happening and they are invited to attend can go a long way. For bonus points with media, consider inviting local leaders in your community to attend, such as politicians or public officials, celebrities or children's groups.

Stage 3: Execution

- Follow up with invitees and media contacts the week of the event to provide a quick reminder with the start time and the address.
- Ensure all vendors and volunteers know the proper time to arrive for setup on the day of the event.
- Prepare for the agenda to be a loose guide for the day, and don't feel the need to stick to it strictly, unless absolutely necessary.
- Take pictures throughout the event and encourage attendees to do the same. These are great assets to share on your social media channels or with local media.
- Expect small, last-minute changes and know that these are common with any event.
- Enjoy the moment and the shared experience you've created, and have fun!

