

POP Awareness Month Event Checkoff List

General:

- Determine conference name
- Determine the location
- Set the event date
- Set the start and end time

Location:

- Inspect potential event site to clarify if it will be appropriate.
- Check for parking issues and transportation routes.
- Confirm dates, hours are ok if permission must be obtained to use site.

Marketing:

- Create a list of potential sponsors.
- Build promotion plan if necessary- social media, email, phone calls.
- Design brochures, web pages, and advertising materials from templates on APOPS event page.
- Contact appropriate local newspapers.
- Send info via internet or phone to local TV/radio stations.
- Make announcements on appropriate web sites.
- Contact appropriate societies.
- Advise your POP clinicians of your event, encourage them to participate.

Organization:

- Organize a system of participant's registration (see template on APOPS event page).
- Make a preliminary list of participants
- Build the schedule of events.
- Organize conference premises decoration if necessary.
- Organize snacks/water.

