Bladder Health Awareness Logistics Guide

Your event can be as big or as small as you want and depending on your goals, objectives and size of your chosen venue. Use your community connections and network (senior center, women’s center, junior league, etc.) to determine what kind of audience you would like to attend your event.

- **Budget**
  Estimating costs at the start of your planning process will help you with event decisions. Be sure to utilize your community connections to see if you can get funding, space, or discounts to help with your event.

- **Event Location**
  Determine the pros and cons of different locations before formalizing an agreement for the selected site. Consider costs for audio and visual needs required for the presentation.

- **Event Time & Date**
  To ensure a good turnout avoid holidays, local events, or when many people likely will be on vacation (such as mid-summer). You also may have to consider the availability of your event site. Based off of NAFC’s experience with event times – a lunch & learn event seems to be the best time and style for a presentation on bladder health awareness.

- **Guest Speaks or Sponsors**
  Decide if you would like to have guest speakers at your event in addition to the slide presentation. Create a list of possible local bladder health specialists speakers (Urologists, Urogynecologists, Nurse Practitioners, Physician Assistants, Physical Therapists, Nurses, etc.) Sponsors such as local non-profits, hospitals, senior centers, mom groups may be able to help cut the costs of the event.

- **Food and Drinks**
  Determine if there be food and drink at your event and if you will be preparing it or it will be catered. Typically, event sites charge a price per person – so your headcount will determine the amount.

- **Event Agenda**
  Prepare the event agenda ahead of time & make a program for event attendees. Sample program agenda included within the toolkit.

- **Event Promotion & Publicity**
  Use the internet, social media, and collaborative organizations to get the word out about your event. NAFC will gladly help you promote your event by issuing a press release in your area, mentioning your event in our newsletter, and with geo-targeted social media. Detailed examples of contacts NAFC used to make their event a success are provided within the toolkit upon event registration form submission.

- **Thank You Gift Bags for Attendees & Speakers**
  Being appreciative towards your guests will increase repeat attendance at future events. Decide whether you want to send a hand written note, mass e-mail, or give gift bags to attendees. Sponsors and local organizations can help you find goodies for your gift bags.