Planning Questions

1. **WHAT** is our big, awesome, exciting main event for National GEAR UP Week?

2. What are our **TOP THREE GOALS** FOR THE EVENT?
   (Things like number of participants, number of media hits, participation by particular elected leaders, etc.)

3. **HOW** will we make our National GEAR UP Seek event happen?
   What are **KEY MILESTONES** or **TASKS**?
   (What sort of room do we need to get? Do we need helium?)

4. **WHO** are we inviting/encouraging/cajoling to participate?

5. What is our primary **MEDIA** outreach list? What are we going to send them and when?

6. **HOW** else are we going to publicize our event?

7. How will we **DOCUMENT** our event?
   (Who’s taking the PICTURES and sending them to NCCEP?)